

EVALUATION OF A CONGREGATE RETIREMENT RESIDENCE AND HOUSING PREFERENCES OF PROSPECTIVE OCCUPANTS



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EVALUATION OF A CONGREGATE RETIREMENT RESIDENCE AND HOUSING PREFERENCES OF PROSPECTIVE OCCUPANTS.

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ABSTRACT



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ABSTRACT

Due to the growing numbers of elderly people, the interest and concern with elderly housing has expanded. The situation of aged people in our modern society is unique. Most often, elderly people who are no longer healthy enough to live alone or no longer wish to maintain a residence must seek some sort of congregate housing. Different types of congregate housing are available--from retirement hotels to nursing homes. The two general purposes of this study were to determine: a) the factors which influence the propensity of an elderly person to move into retirement housing, and b) the features of a particular retirement facility that were important in predicting the satisfaction of prospective occupants with that facility. In addition, data concerning housing features preferences of the respondents were collected. This study dealt with a specific facility, called a retirement residence, which provided limited health, personal and social services. The following categories of variables, which were thought to be related to propensity to move were measured: a) demographic variables, b) respondent's satisfaction with the facility, and c) an index named the ideal resident index. This index was a deviation score computed for each respondent (potential user) which reflected the congruence between the respondent's actual demographic characteristics and housing preferences, and the characteristics and preferences that the designers thought would be true of the users.

The forty elderly people who participated in the study had all been visitors to the retirement residence under study. Questionnaires dealing with background information, housing preferences, reasons affecting the decision to move or stay and impressions of this particular retirement residence were mailed to respondents. Later, interviews employing visual displays were conducted with each respondent individually. The purpose of the interview was to a) gain information concerning the preferences of elderly with regard to physical appearance of facilities, b) get feedback on certain design features of this specific retirement residence, and c) to gather data about the respondents' expected usage of different spaces provided in the facility.

A step-wise multiple regression analysis on propensity to move revealed that the ideal resident index was the most important predictor, while health and physical strength of the respondent was second most important. Together they accounted for 27.6 percent of the total variance. Satisfaction with the facility was not significantly related to the propensity to move.

A step-wise multiple regression analysis was also done on satisfaction with the facility. It was found that the most important factor in predicting satisfaction with the facility was satisfaction with the medical services provided at the facility. The second most important factor was a "convenience" factor composed of a) satisfaction with convenience of transportation facilities, b) satisfaction with convenience of shopping facilities, and c) satisfaction with the amount of rent. Together, these two factors accounted for 47.3 percent of the total variance.

With regard to housing preferences, some of the results were that most of our respondents a) did not want to live in a big city or surrounding suburb, b) preferred completely private bedrooms and bathrooms, c) wished to be located near shopping facilities and friends, d) thought that home medical care was important, and e) preferred one-story buildings.

PREFACE

PREFACE

The following working paper comprises the "Final Technical Report" to the National Science Foundation Student Originated Study program. N.S.F. Student Originated Study is primarily an educational grant program for fostering interdisciplinary student research. During the summer of 1976, a multi-disciplinary student team investigated an elderly housing project named Friendship Hill. The research team consisted of seven graduate and undergraduate students from the Departments of Architecture, Interior Design, Psychology, Sociology and Speech Communication. The purpose of the study was to investigate the decision to move into a retirement residence, the physical features and services elderly would require of retirement housing and satisfaction of potential residents with features of Friendship Hill. In addition, the designers, planners and managers of Friendship Hill were interviewed in order to understand original design intentions for the retirement residence.

Results of the Friendship Hill study can contribute to the formulation of guidelines for design and management of congregate housing. Moreover, it is hoped this study will provide the foundation for continued interdisciplinary study of retirement facilities.

The report has four major sections. For designers, managers and the retired resident readers, the last section, "Discussion" provides a brief overview of the research findings and suggestions for future research. The remaining sections are written for those interested in more theoretical and methodological explanations. These sections introduce the problem under study, the methodology employed, and the results of the data analysis. The appendix contains the questionnaire and the visual displays used for the interview with potential Friendship Hill residents.

Friendship Hill provided a vehicle for the study of elderly housing issues in rural Illinois counties. Our team experienced the potentials as well as the difficulties of interdisciplinary team research. We believe that the fusion of many diverse backgrounds led to some innovative theoretical and methodological resolutions. We intend for this report to contribute to the cumulative effort in research and design professions for creating better housing environments for older people.

INTRODUCTION

INTRODUCTION

When designing for clearly identifiable user groups, the problem of determining requirements is often approached through identification of commonly shared psychological, social and physical needs. Such requirements have been researched and reported in the social sciences for such general groups as children, teenagers, adults and the elderly. Due to the growing numbers of elderly people, much attention has recently been given to their housing requirements. In 1930, persons over 65 accounted for 5.4 percent (6.6 million) of the total population, while in 1970 this figure grew to 9.9 percent (19.8 million). It is predicted that by 1990 there will be 27.5 million elderly totalling 11.1 percent of the population, (U.S. Census, 1970). This study deals, for the most part, with the physical housing feature needs of the elderly.

Types of Housing

There are several types of elderly housing in existence, each providing different levels of care to accommodate the capabilities of each individual resident. According to Snyder (1973), five types of retirement housing can be identified. First, there is residential housing, such as apartments for the elderly or retirement hotels. Such housing is designed for ambulatory and relatively independent older people. Special safety features, such as grab rails and call systems are standard, but extra services (e.g. meals) are available only at additional charge.

A second type of retirement housing is the personal care or service-oriented facilities. Examples are congregate-care facilities, rest homes and retirement residences. In addition to safety features, some assistance with daily activities is given as needed.

Health type residences, such as skilled nursing homes or convalescent homes, comprise the third type of retirement housing. These facilities offer a great many services along with nursing care and treatment.

Fourth, geriatric centers are an example of multi-level care. Snyder (1973) stated, "Generally, different buildings or parts within a building will be certified to give a special level of service. One advantage of geriatric centers is that people only receive and pay for as much assistance as is necessary." (p. 23)

A final type of retirement housing is long-term care and the infirmary. A nursing staff is made available and extensive services are provided for the residents. Generally, the residents are somewhat incapacitated for at least thirty days. The type of housing called a retirement residence falls somewhere between a personal care facility and a health type residence.

Context and Purposes of the Present Study

In the United States, congregate housing is still a relatively new and untested lifestyle alternative for the elderly. The present study

focuses on a specific example of congregate housing for the elderly: a retirement residence named Friendship Hill. Friendship Hill is a recently constructed retirement residence near La Place, Illinois. It was intended that it would serve mainly the residents of two adjacent counties, Moultrie and Piatt, both counties having elderly population above the national average (Moultrie--15.6 percent and Piatt--12.3 percent). Friendship Hill has the present capacity for 28 residents and future construction is planned. Each resident has his or her own unit including one bed/living room and a half bath. Residents in each of the two wings share bathing facilities with the others in their wing. Meals are prepared in a central dining kitchen and served in small dining/living areas (capacity for 15 people) in each wing. A variety of common spaces is provided throughout the facility, though some personal spaces are available. Residents must be ambulatory: a nurse is on call twenty-four hours a day.

The founders of Friendship Hill intended for the retirement residence to undergo modifications, and additional residence wings are to be constructed based on research of the existing building. A unique research situation has presented itself and can best be described as a pre-occupancy, post-construction evaluation of the facility.

One of the several purposes of this study is to determine the preferences of elderly on the following issues: a) medical services provided, b) independence and privacy provided, c) urban or rural location preferred, d) high-rise or low-rise preferences, e) social features and programs, f) presence of safety features, g) age segregation, h) amount of private space available, i) amount of common space available, j) extent of personal services available (other than medical), k) aesthetic preferences, l) other design features, m) neighborhood and site characteristics, and n) management policies.

A second purpose is to obtain their evaluations of Friendship Hill on these points in order to make recommendations to the manager-promoter and designers of Friendship Hill. We were also interested in finding out whether or not the elderly respondents perceived retirement residences as a different living environment than nursing homes and shelter care homes.

A third major interest is in determining which factors motivate an elderly person to move to retirement housing.

Rural vs. Urban Elderly

The respondents in our sample lived in two rural Illinois counties. Little research has been done in the past on the subject of preferences of rural elderly with regard to retirement housing. Schooler (1975) explored various dimensions of the rural-urban differences among older people. He found that rural older persons are more likely to be in poor health, but less likely to be disabled. With respect to interpersonal contacts, rural elderly are more likely to be involved with siblings, friends and neighbors, less likely to be in organizations, and more likely to be isolated compared to urban elderly. It is hoped that the present study may help provide a basis for a comparison between the housing preferences of rural and urban elderly by providing data about rural elderly.

Reasons for Moving

Rosow (1967) pointed out that dissatisfaction with housing for elderly residents is intensified by social isolation and loneliness, irrespective of the physical housing features. This statement agrees with Hanowski's (1962) results indicating that the elderly experienced fear when faced with the possibility of living in a housing development at the periphery of the city. Elderly expressed a need for proximity to stores and availability of transportation to other areas. Other needs mentioned less frequently as important in the choice of housing were: health services, churches, parks, community centers, and libraries.

Gutman (1975), in a study of elderly housing, found that health was the overriding consideration in the elderly citizen's decision to move.* "Present or possible future need for medical help" and "change in health or physical strength" were most often cited as the reasons for seeking retirement housing. Gutman found that other factors also entered into the decision to move, including difficulty in maintaining a home and a desire for the provision of meals and household services. Only those of the lowest income levels mentioned financial reasons as their primary concern. Factors that were deemed unimportant were the size of their current residence, dissatisfaction with their neighborhood and a lack of privacy.

Carp (1966) found somewhat different results. Residents moving from one-room apartments to a new elderly highrise mentioned strong dissatisfaction with their present residence and neighborhoods as the main impetus to moving. Social isolation and the desire to move away from their children (in order to maintain a good relationship) were cited as only relatively important.

Dissatisfaction with the social environment and neighborhood rather than with the dwelling unit itself was found to be predominant in Rosow's study (1970). He also found that individuals in fair health expressed a greater dissatisfaction with their housing than those of poorer health or disabilities.

Post Construction Evaluation as a Method

Sanoff (1974) defined post-construction evaluation as a study which compared the actual performance of a building with the pre-construction intentions of the designers. The present study compares the designer's perceptions of the potential users with the potential users' actual characteristics and the designers' intentions and assumptions with the housing preferences of the intended users.

This method is similar to that used in Cooper's (1975) study. In evaluating townhouses, Cooper measured housing and neighborhood preferences in general, demographic information and user evaluations of the specific facility. She also examined that relationships between the users' needs and designers'

*The variables in Gutman's (1975) analysis of the reasons for moving provided a framework for those in the present study.

social objectives for the facility. Photographs of the target facility were presented along with those of other facilities and respondents were asked to rank them in order of preference and then give the reasons behind this ranking.

Ostrander and Connell (1976) pointed out that the method of obtaining information from designers should be used with caution because of the possibility of rationalization or forgetfulness on the part of the designers. However, they felt that if the research was conducted in a non-threatening manner and the designers were convinced that the results would be of value, these problems could be circumvented. Every effort was put forth to avoid these problems in the present study.

Hypotheses

In general, the authors of the present study developed an analytic model, hypothesizing that: 1) demographic characteristics (e.g. health, age, marital status, urban/rural residence, living situation) of the potential residents would be related to their propensity to move; 2) the congruence between the actual characteristics of the individuals and the designer's conceptions of their characteristics would be directly related to that individual's satisfaction with the facility and also with his/her propensity to move there.

More specifically, it was hypothesized that the elderly would prefer the following: 1) the provision of medical services (e.g. at least an out-patient clinic nearby); 2) private complete bathrooms in the apartments; 3) proximity of housing to shopping, entertainment, and transportation; 4) presence of safety features such as handrails and non-skid flooring, and 5) a large amount of private space, perhaps a full apartment including kitchen and living room.

Additionally, it was thought that a retirement residence would not have an identity as a separate entity, but would be classified with nursing homes.

METHODOLOGY

METHOD

Sample

The names of forty-eight persons, sixty-five years of age and older, from Piatt and Macon counties in Illinois who had visited the retirement residence under investigation were obtained from the manager of that residence. The forty-eight names were obtained by selecting all persons of age sixty-five or older from signatures in the guest book from Friendship Hill. Six additional names of visitors in the age group of interest who had failed to sign the guest book were given to the research team by respondents who were being interviewed. This gave a total pool of forty-four persons to contact.

All respondents were Caucasian. Although Friendship Hill was built to serve Piatt and Moultrie counties, none of the respondents lived in Moultrie county. Some of the persons who visited Friendship Hill lived in nearby Macon county, and it was decided to interview them as well. Fourteen respondents refused to complete either the questionnaire or the structured interview. Of those forty respondents who completed the questionnaire, eight refused to participate in the interview.

Procedure

Design and Management Intentions. An initial stage in the execution of the research involved a review of the literature. Concurrently, interviews were conducted with the landscape architect, architect, interior designer, and manager of Friendship Hill, as well as the trustees of the Noe-Lewis Foundation (owner of Friendship Hill), in order to obtain their intentions for the functional and aesthetic performance of Friendship Hill. The information gained from the literature and the interviews was then combined to aid in the formation of hypotheses.

Development and Pre-testing of Instruments. Methods of assessing evaluations of Friendship Hill and obtaining information on the importance of various housing features from potential residents of Friendship Hill were formulated. A questionnaire and a structured interview were developed and research team members were trained in their administration. A pre-test of the questionnaire and interview was conducted with several persons at the Champaign Senior Citizen's Center. The pre-test respondents were asked to comment on any unclear portions of the questionnaire and the interview. After pre-testing was completed, appropriate revisions were made.

Questionnaire. Fifty-four questionnaires were mailed to the Friendship Hill visitors with an accompanying cover letter explaining the purpose of the study (see Appendix A). After approximately four days, each person was telephoned to inquire as to whether it would be convenient for two of the research team members to come to their home to conduct an interview, and if so, when. The respondents were informed that the interview would last approximately one hour. If the respondent did not agree to participate in the interview session, but agreed to fill out the questionnaire, a time was arranged to pick it up from the respondents' homes.

Structured Interview. Three teams, each consisting of one male and one female, conducted the interviews over a period of two weeks in July, 1976. Because of the disproportionate number of male to female respondents,

the male members of the research team interviewed all of the male respondents and the female respondents were interviewed alternately by male and female interviewers.

Upon arrival at the respondent's home, introductions were made and the respondent was presented with a card identifying the research team. Briefly, the two team members explained the purpose of the study (a reiteration of information given on the cover letter of the questionnaire). One team member reviewed the questionnaire for blank or uninterpretable responses. If the respondent failed to answer a question or gave two responses to one question, the interviewer asked the respondent to clarify her/his answer. Meanwhile, the other team member prepared the visual display materials. Throughout the interview, one team member consistently acted as the interviewer while the other recorded the responses given. The interviewer referred to a prepared script (see Appendix B1.), while the recorder notated responses on a prestructured recording sheet (see Appendix B2.).

The interview began with Display I. It was explained to the respondents that the purpose of this display was to obtain their preferences in housing appearance. They were given a seven-point scale, the endpoints labeled "most preferred" and "least preferred." Respondents were instructed to place five sets of four photographs directly beneath the number that best expressed their evaluation of that photograph (see Appendix B3a. for the preference scale and Appendix B3b. to see the photographs). Additionally, the interviewer demonstrated alternative arrangements of the photographs on the scale. If more than one were equally preferred, the respondents were to stack them at the same point on the scale. It was explained that the center of the scale denoted no preference. The arrangement of a set of photographs was followed by an open-ended question concerning the reasons for placing a photograph at either of the ends of the scale i.e., explaining her/his choices of particular photographs as the most preferred and least preferred among the set of four.

It was explained to the respondents that the interviewer intended to simulate a walk-through tour of Friendship Hill with Display II. In this way, it would be easier to ask questions about specific features of Friendship Hill without relying so heavily on the respondents' memories of the facility. To begin, a site plan/interior floor plan of Friendship Hill was presented and explained to the respondents (see Appendix B4a). They were quickly shown all of the visual display boards to aid in their overall recollection of Friendship Hill. Then, one board was presented at a time and specific questions were asked concerning different features of different photographs on the board. Additionally, an overall satisfaction question was asked about the space represented on the board. The respondents answered response items according to the Likert scale provided (see Appendix B4b. for the Likert scales and Appendix B4c. to see the visual display boards). Moreover, any additional free responses that they may have given were also recorded. This procedure was repeated for each of the seven boards in Display II. Finally, the respondents were asked to rate their overall satisfaction with Friendship Hill, again using the Likert scale which was presented to them.

In Display III, the respondents were asked to imagine that they had moved into Friendship Hill. They were given a list of fifteen activities which was read aloud to them by the interviewer. Subsequently, the respondents were shown a photograph of one area of Friendship Hill and asked to indicate in which, if any, of the activities from the list they would participate within that particular area on a normal day. This procedure was repeated for each of the six areas presented (see Appendix B5 for the six photographs of Friendship Hill areas). Respondents were then asked to indicate how frequently they would use each area. Responses were given according to the "frequency of use" Likert scale provided. Finally, using the Likert scale measuring "sociability," respondents indicated with whom they would participate in each of the activities listed (see Appendix B4b. for the Likert scales).

Display materials were then collected and set aside, thus concluding the structured interview. Team members informally asked a series of predetermined questions on various topics, such as their familiarity with the late doctors who established the foundation supporting Friendship Hill and which, if any, problems had arisen for the respondents during the interview. After leaving the respondent's home, the interview team recorded the responses to the probing questions, as well as the interviewer's reactions and remarks on the apparent socio-economic status of the respondent, based on the interviewer's appraisal of their home and furnishings. The average interview lasted approximately one and one-half hours.

Instruments

Questionnaire. The questionnaire employed in the present study consisted of fifty-eight sets of items (181 variables). The following sections divided the questionnaire: a) preferences in living arrangements, b) needs for independence, personal services, and medical care, c) important considerations affecting moving, d) impressions of Friendship Hill, and e) background information. The questionnaire contained three different types of response scales. A five-point bipolar Likert scale for each item of sixteen questions comprised one type of response scale. The number of items per question varied from one to eighteen. On thirty-eight questions, a set of vertically-displayed alternative answers was given below each question. The number of alternative answers of this type varied from two to seven. Five open-ended questions comprised a third type of response. The questionnaire is shown in Appendix A.

Visual Displays. The visual displays consisted of three parts. Display I concerned preferences for housing appearance; Display II measured evaluations of physical aspects of Friendship Hill; and Display III involved expected activities at Friendship Hill. Display I utilized twenty individual color photographs (5" x 7") and a seven-point preference scale matted on a board of dimensions 10" x 30 $\frac{1}{4}$ " used to obtain general appearance preferences. The twenty photographs were arranged in five sets (four per set). Each set portrayed one of the following areas commonly found in retirement housing: a) exterior, b) foyer or entrance, c) lounge, d) dining area, and e) hallway. The four photographs in each set portrayed that particular type of area

within four different elderly congregate housing facilities from Champaign and Moultrie counties in Illinois. Three of the facilities were nursing homes and the fourth was Friendship Hill (see Appendix B3a. and B3b.).

Display II of the interview consisted of seven display boards, five of dimensions 15" x 16½" and containing three photographs. The other two boards were 16 3/4" x 12 3/4" and displayed four photographs. The photographs mounted onto the boards were all 5" x 7". Each board portrayed one of the following areas of Friendship Hill: a) entrance, b) commons (lounge), c) hallways, d) living/dining area, e) apartment f) support facilities, and g) grounds. Four Likert scales, each matted on a 3½" x 11" board, represented the following continuums: a) "satisfaction," b) "importance," c) "frequency of use," and d) "usefulness." A site plan/interior floor plan (18" x 16½") was also used (see Appendix B4a. through B4c.).

Display III consisted of six 5" x 7" color photographs of the following areas at Friendship Hill: a) patio, b) commons, c) activity room, d) apartment, e) gazebo (intersection of three hallways), and f) living/dining area. Display III also included a list of fifteen activities. The Likert scale of "frequency of use" used in Display II was also used here. In addition, a Likert Scale (3½" x 11") of "sociability" was employed (see Appendices B4b. and B5.).

"Ideal" Resident Measure. Obtaining information from the designers and planners of Friendship Hill regarding their conceptualization of an "ideal" resident for that facility was accomplished in the following manner. The original questionnaire which was given to the Friendship Hill visitors was revised to contain only those items on which the designers and planners could project their conception of responses which would be made by an "ideal" resident of the facility. This abbreviated questionnaire consisted of 120 items. The building architect, the landscape architect, the interior designer, and the trustee of the estate owning Friendship Hill were each asked to fill out this abbreviated questionnaire, role-playing that they "are the 'ideal' person for whom you designed/intend Friendship Hill." A mean score was computed for each of the 120 items over the responses given by the three designers and the trustee. The set of 120 mean scores was used as the empirical description of an "ideal" resident. This empirical description was used to determine the respondents' deviation from the "ideal," which is more fully explained in the results section.

RESULTS

RESULTS

Results were analyzed in five parts:

1. Background of respondents, including demographic, health, living situation, and an initial examination of their propensity to move.
2. Analysis of identity of Friendship Hill as a retirement residence.
3. Frequency analysis of general housing preferences.
4. The major model--using propensity to move and satisfaction with Friendship Hill as dependent variables, a principle components and step-wise multiple regression analyses were computed on 39 variables from the questionnaire.
5. Data obtained using visual displays.

Background Characteristics

Demographic. Data were obtained on four demographic variables:

1) sex, 2) age, 3) marital status, and 4) occupation. The respondents were primarily female (80 percent) and their mean age was 77. The marital status of the group was predominately widowed (68 percent). (For a further breakdown of age and marital status, see Tables 6 and 7.) The respondents' occupational background is presented in Table 1. Since the majority of the respondents were female, the model response was "housewife." Table 2 gives a comparison between national, state, and county census information with some of the background information from the questionnaire. As it shows, the sample had a higher than normal percentage of very old and single person households.

Table 1
Occupations of Respondents

<u>Occupations</u>	<u>N</u>	<u>Percentage</u>	<u>N</u>	<u>Percentage</u>
1. Professional			12	31.6%
a. teacher	9	23.7%		
b. other (dietician, pharmacist, accountant)	3	7.9%		
2. Managerial			8	21.1%
a. manager	4	10.5%		
b. clerical	4	10.5%		
3. Industrial			5	13.2%
a. farm	4	10.5%		
b. other	1	2.6%		
4. Housewife	<u>13</u>	34.2%	<u>13</u>	34.2%
Totals	38		38	

Table 2
Comparison of National and Illinois Census^a with Data from Respondents

Index	National & IL Figures	Moultrie	Piatt	Respondents
1. Population over 65 yrs.	N: 19,800,000 IL: 1,093,654	2075	1909	40
2. Percentage of total population	N: 9.9% IL: 9.8%	15.6%	12.3%	(see note b)
3. Income level: percentage below poverty line	IL: 25-30%	25.4%	37.7% ^c	(see note b)
4. Proportion of very old over 75 over 62	N: 40% ^e IL: 38.5%	49.0%	42.2%	61.5%
5. Percentage of single person households	N: 50% ^f	45.0%	47.0%	67.5%

^a1970 Census data

^bThe sample represents 1.0% of those over 65 in Moultrie and Piatt counties.

^cIn Piatt county, 60% of all families below the poverty level are comprised of elderly (over 65).

^dFrom descriptions made by the interviewers, all the respondents appeared to be in the middle economic status or above.

^e40% or over is an indication of a higher proportion than the national average and usually implies a higher than average degree of functional impairment, according to the census report.

^f50% or over is an indication of a higher proportion than the national average and usually implies a higher demand for support services, according to the census report.

Health. Six items addressed the question of having problems with health or strength. On a 5-point scale from strongly agree to strongly disagree, the respondents were asked if over the past twelve months they had experienced problems with: going outside, walking up and down stairs, getting around their house, getting dressed, and overall health. As can be seen by examining Table 3, the respondents were fairly healthy.

Table 3
Health Problems Within the last Twelve Months

Items	Percentage ^a Marked						
	Mean	St.Dev.	S.A. (1)	A. (2)	N. (3)	D. (4)	S.D. (5)
During the last twelve months, I frequently had problems with:							
1. going outside	3.74	1.1	2.9%	5.9%	35.3%	26.5%	29.4%
2. walking up and down stairs	3.31	1.3	11.4%	17.1%	25.7%	20.0%	25.7%
3. getting around my house	3.85	.9	0.0%	5.9%	32.4%	32.4%	29.4%
4. getting dressed	4.00	.9	0.0%	2.9%	29.4%	32.4%	35.3%
5. my health	3.65	1.1	2.9%	8.6%	34.3%	28.6%	25.7%

^aPercentages based on row totals.

Using overall health as a dependent variable, a step-wise regression analysis was computed using the other variables of health and strength and the age of the respondents as independent variables. Before presenting the results of this analysis, it is important to understand how to interpret those results.

First, one should realize the R^2 is an estimate of the proportion of variance in the dependent variable accounted for by the independent variables, i.e., the higher the R^2 , the better one is able to predict the dependent variable. Second, one should know that when the independent variables are uncorrelated, an estimate of the relative importance of a particular independent variable in predicting the dependent variable is given by that independent variable's standardized coefficient. And third, one should realize that the R^2 change is the increase in the proportion of total variance accounted for by the inclusion of that independent variable into the step-wise analysis.

Table 4 presents the results from the final significant step in the multiple regression analysis. The five independent variables account for about 73 percent of the variance in overall health. Unfortunately, since the independent variables are intercorrelated, it is unclear which of the five variables are most predictive of overall health.

Table 4 Step-wise Regression Analysis on Reported Health Problems			
<u>Predictors</u>	<u>Stan.Coef.</u>	<u>Stan.Err.</u>	<u>R² Change</u>
going outside	-.151	0.21	0.44
age of respondent	.097	0.02	0.10
walking up and down stairs	.518	0.14	0.10
getting around my house	.672	0.23	0.04
getting dressed	.404	0.20	0.05
Multiple R = 0.86	$R^2 = 0.73$		
<u>Analysis of Variance</u>	<u>DF</u>	<u>F</u>	<u>P</u>
Regression	5	14.69	.01
Residual	27		

Living Situation. Living situation encompassed the following variables: 1) housing type lived in most of life, 2) housing type living in now, 3) ownership of present residence, 4) number living in household, 5) geographic location presently living in, 6) geographic area lived in most of life, 7) town, and 8) length at present residence.

On three of the living situation variables, our sample was almost homogeneous: all reported living in single family housing most of their lives; 38 (95 percent) presently live in a single family dwelling, while the other two have moved into apartments; and 36 (90 percent) own their present residence.

Twenty-seven (68 percent) of the respondents reported living alone, including all four who had never been married or were divorced. The nine married respondents all lived with their spouse. Four of the widowed respondents either lived with a relative or a friend.

Six (15 percent) of the respondents had rural route addresses (indicating that they presently live on a farm), while twenty reported living in the country (rural area) most of their lives.

Nineteen (47.5 percent) live in Monticello, another nineteen live in smaller surrounding communities (Cerro Gordo, Hammond, Atwood, and Bement), and the other two live in Decatur.

As shown in Table 5, 31 (81.6 percent) of the respondents have lived in their present residence for more than ten years.

Table 5
Number of Years Living at Present Residence

Number of Years	N	Percentage
0 thru 10	7	18.4%
11 thru 20	11	28.9%
21 thru 35	10	26.3%
over 35	10	26.3%

Propensity to move into Friendship Hill. Background characteristics were crosstabulated with responses on reported propensity to move into Friendship Hill. In Tables 6 and 7, where those results are summarized, the categories of "very likley" and "likely" were combined, as were "very unlikely" and "unlikely." As shown in those tables, the respondents who report themselves as likely to move into Friendship Hill are 75 years of age or older, live alone, are unmarried, report more problems with their overall health, and had an informal tour of the facility when they visited.

Table 6
Crosstabulations of Propensity to Move with Health and Age

	Propensity to Move ^a			
	<u>Likely</u>	<u>Do not know</u>	<u>Unlikely</u>	<u>N</u>
<u>Overall Health</u>				
1. Many reported problems	16.7%	66.7%	16.7%	6
2.	8.3%	66.7%	25.0%	12
3.	18.2%	45.5%	36.4%	11
4. Few reported problems	0.0%	27.3%	72.7%	11
(Kendall's Tau C = .34 p .01)				
<u>Age</u>				
1. 65-70	0.0%	0.0%	100.0%	3
2. 71-74	0.0%	63.6%	36.4%	11
3. 75-78	10.0%	40.0%	50.0%	10
4. 79-82	20.0%	50.0%	30.0%	10
5. over 82	25.0%	50.0%	25.0%	4
(Kendall's Tau C = -.27, p .05)				

^aPercentage based on row totals.

Table 7

Crosstabulations of Propensity to Move with Selected Promotion and Background Items

Items	Propensity to Move ^a			
	Likely	Do not know	Unlikely	N
Town				
Monticello	5.3%	52.6%	42.1%	19
Other Communities	10.5%	52.6%	36.8%	19
Decatur	50.0%	0.0%	50.0%	2
Tour				
Formal	0.0%	47.8%	52.2%	23
Informal	26.7%	53.3%	20.0%	15
Living Situation				
Alone	14.8%	59.3%	25.9%	27
Spouse	0.0%	44.4%	55.6%	9
Other	0.0%	0.0%	100%	4
Marital Status				
Single	25.0%	50.0%	25.0%	4
Widow	11.1%	51.9%	37.0%	27
Married	0.0%	44.4%	55.6%	9
Urban/Rural				
Urban	11.8%	23.5%	64.7%	17
Rural	10.0%	65.0%	25.0%	20

^aPercentages based on row totals.

Identity of Friendship Hill as a Retirement Residence

Since Friendship Hill was financed by a trust left by two local doctors, it was suggested that the respondents' image of the facility might be affected by their familiarity with the doctors. Therefore, the respondents were asked how well they knew the doctors. In addition, the respondents were asked if they classified Friendship Hill as a private residence, a retirement residence, or a nursing home, along three dimensions of congregateness.

Familiarity with the donors of Friendship Hill. Table 8 indicates that most of the respondents had at least heard of the doctors previously. Also, while discussing how well the respondents knew the doctors and what they thought of the doctors, three respondents called them "quacks."

Table 8
Familiarity with Doctors Noe-Lewis:
Donators of Friendship Hill Trust

Level of familiarity	N	Percentage
Never heard of them	4	13.8%
Knew them by reputation only	18	62.1%
Family or friends were patients of theirs	5	17.2%
Knew them personally	2	6.9%

Congregateness. The respondents were asked how they perceived Friendship Hill along three dimensions of congregateness: level of personal services, level of health or medical services, and level of independence. That is, each respondent was asked if they thought Friendship Hill was most like a private residence, a retirement residence, or a nursing home for each of the three dimensions. A few of the respondents thought of Friendship Hill as something other than a retirement residence for each of the dimensions, as shown in Table 9. The probing question at the end of the interview supported this result by indicating that a number of the respondents thought that Friendship Hill is a nursing home and more were unclear about the difference (see Table 10).

Table 9

Classification of Friendship Hill
Along Three Dimensions of Congregateness

Classification	Level of ^a		
	Personal Ser.	Medical Ser.	Independence
Like a Private Residence	1	1	3
Like a Retirement Residence	32	32	31
Like a Nursing Home	2	1	0

^aCells indicate the number of respondents to choose that cell.

Table 10

Tabulation of Responses to Probing Question:
How do You Think of Friendship Hill

Classification	Frequency	Percentage
1. Much different than a nursing home	13	44.8%
2. Referred to F.H. as a retirement residence	7	24.1%
3. Unclear about the difference between F.H. and a nursing home	6	20.7%
4. Thought of F.H. as a nursing home	3	10.3%

Frequency Analysis of General Housing Preferences

General housing preferences were obtained from the first twelve questions on the questionnaire. These included preferences for geographic location, neighborhood features, exterior and interior housing features, etc. The first twelve questions in the questionnaire were composed of a series of 5-point Likert scales measuring "importance" or "agreement," such that an answer of "1" denotes either "strongly agree" or "very important" and an answer of "5" denotes either "strongly disagree" or "very unimportant."

Responses were ordered according to the mean value (M), that is, a mean response below 2.0 is considered "very important" or "strongly agree" and a mean response above 4.0 is considered "very unimportant" or "strongly disagree." Mean responses between 2.0 and 4.0 are considered to indicate a lack of concern about the item. The means and standard deviations of selected items are reported below.

There was a general consensus among respondents that they would not want to live in a large city ($M = 4.6$, $s.d. = .6$) or a surrounding suburb ($M = 4.3$, $s.d. = .8$), but preferred to live in a small town ($M = 1.7$, $s.d. = .8$) the size of Monticello, IL (1970 census data indicate Monticello has a population under 5000). Also, respondents indicated that it was not likely that they would move from the Midwest ($M = 4.4$, $s.d. = 1.0$).

The respondents indicated that certain features about a neighborhood would be important to them. These features include the convenience of transportation facilities ($M = 1.8$, $s.d. = .9$) and the convenience of shopping facilities ($M = 1.5$, $s.d. = .6$). In addition, they considered the presence of sidewalks ($M = 1.9$, $s.d. = 1.0$) and the noise level ($M = 1.9$, $s.d. = 1.1$) important. Also, they wanted to be near friends ($M = 1.7$, $s.d. = .6$).

Important exterior housing features included a single story building ($M = 1.5$, $s.d. = .8$), a parking lot with a smooth surface ($M = 1.9$, $s.d. = .7$), and a nice exterior appearance ($M = 1.8$, $s.d. = .4$). They also indicated that they would consider it important if they only had a small amount of personal living space ($M = 1.7$, $s.d. = .8$). There was a diversity of opinion about pets ($M = 3.8$, $s.d. = 1.3$).

The respondents wanted railings along corridors and stairs ($M = 1.7$, $s.d. = 1.0$), protection from falling and tripping ($M = 1.5$, $s.d. = .8$), and fire safety features ($M = 1.3$, $s.d. = .5$). Additionally, protection from crime ($M = 1.5$, $s.d. = .8$), ease of upkeep ($M = 1.4$, $s.d. = .5$), individual temperature control in apartments ($M = 1.3$, $s.d. = .5$), and an emergency bell/button ($M = 1.5$, $s.d. = .5$) were deemed important.

Research has indicated that elderly prefer some part of on-site medical services. As reported earlier, most of the respondents were not planning to move from their present residence, so it is not surprising that the most popular alternative for medical services was "home medical care delivery" ($M = 1.9$, $s.d. = .8$). A diversity of opinion resulted on all other medical options: drug store in building ($M = 2.9$, $s.d. = 1.2$), out-patient clinic in building ($M = 2.9$, $s.d. = 1.1$), and complete medical facilities in building ($M = 2.8$, $s.d. = 1.1$).

They indicated preferences for completely private bedrooms ($M = 1.3$, $s.d. = .6$) and bathrooms ($M = 1.5$, $s.d. = .6$). Also, they wanted board provided ($M = 1.9$, $s.d. = .7$) and liked the idea of having the food prepared in a central kitchen but served in small dining rooms ($M = 1.9$, $s.d. = .9$).

A few miscellaneous preferences included having a worship area available ($M = 1.8$, $s.d. = .9$) and a place for friends and visitors to stay overnight ($M = 1.9$, $s.d. = .9$). They also said that the rules and policies of the management of a residence ($m = 1.7$, $s.d. = .5$) and the amount of rent ($M = 1.7$, $s.d. = .7$) were important. And finally, they preferred to live among people who pay their own way ($M = 1.7$, $s.d. = .9$).

Analytic Model

The plan at this stage of analysis was to select the most important items to be entered into a principle components analysis, then into step-wise regression analyses. The purpose is to discover which variables are most clearly related to satisfaction with Friendship Hill and the propensity to move into Friendship Hill. Since our sample had 40 respondents, it was decided to limit this analysis to 39 variables.

One variable selected for inclusion involves the respondent's deviation from the designers'/managers' conception of an "ideal resident." To arrive at the description of the ideal resident, a subset of 120 items from the original 181 variables in the questionnaire to potential residents was selected. A mean score was computed for each of the 120 items over the three designers and the trustee. This set of 120 mean scores was used as the description of an "ideal resident." Then, for each of the 120 items answered by a respondent, her/his absolute deviation from the "ideal" was computed. Those absolute deviations were averaged over the number of items answered to arrive at a single score for each respondent. Finally, these scores, ranging from 0.6 to 1.2, were converted to a scale ranging from 1 to 7 by multiplying the original scale by 10 and subtracting 5. This transformation was performed simply to get this scale into a format comparable to the 5-item and 7-item questions used throughout the questionnaire. This "deviation from the ideal" distribution had a mean of 4.75 and a standard deviation of 2.09, indicating that the majority of the respondents were highly deviant from the ideal.

The questionnaire had five major sections: 1) preferences in living arrangements, 2) needs for independence, personal services, and medical care, 3) important considerations affecting moving, 4) impressions of Friendship Hill, and 5) background information. Of the remaining 39 variables to be selected for the factor analysis, it was decided that all but the second major section would be represented. That section was not included because of the ambiguous responses received in that section.

Since many of the items in the first and fourth sections were closely associated, it was fairly easy to select items from them. This was done by choosing items from the first section which were deemed important by the respondents' mean responses on those items, then including its counterpart from the fourth section on how satisfied they were with those aspects of Friendship Hill. For example, from question 3, in which the respondent was asked which factors are important in choosing a neighborhood in which to live, "convenience of shopping facilities," "convenience of transportation facilities," and "high noise level" all have a mean response below 2.0, indicating that the sample in general considered those to be important. In addition, those items had counterparts

in the section on satisfaction with Friendship Hill, i.e., items 4, 6, and 8 in question 38. Therefore, those six items were included. Using such a criterion, a total of 16 items was selected for inclusion in the principle components analysis.

Additional items from sections one and four were included, if those items were closely associated with Friendship Hill. For example, in question 8, the respondent was asked to indicate which medical services were important in choosing a place to live. The item with the lowest mean score, "home medical care delivery available," was not included, since another item, "nurse on duty 24 hours," better matched the circumstances at Friendship Hill. The second item was included in the principle components analysis. Using this criterion, another 17 variables were added to the analysis.

The variables included thus far account for 34 items, out of a maximum of 39. The fifth section of the questionnaire was background information, including sex, age, marital status, type of housing, etc. Since the majority of these items were nominal scales, most could not be included in the factor rotation. Therefore, a series of nominal and ordinal scale bivariate tests of association were computed between the items in the section on important considerations affecting moving and the items in the background section. This was done partly because our literature search indicated that it was wise to try to utilize information readily accessible to architects, in order to help their planning of future facilities. Since census data is easily found, it is important that these results can be linked to information found in census reports. Where the items in the background section were nominal scales, the chi square test was computed; where the items in the background section were interval scales, Kendall's Tau was computed. Admittedly, Kendall's Tau is appropriate for ordinal data, but since the present intention was merely to obtain indications of which items to include in the factor analysis, using a test of association below the level of the scales involved should not create a significant loss of potential information.

It should be noted that the items in the section on significant reasons affecting the decision to move were originally in two parts (questions 25.a, and 25.b), part of the sample answering one question and part of the sample answering the other. If the respondent answered "Yes" on the question asking "Are you seriously considering moving from your present residence?" (qu. 22), he answered 25a. If he answered "No" on that question, he answered 25b. Since only six respondents answered "Yes" on 22, only six answered 25a. Therefore, the items in 25a were reversed and pooled with the responses to 25b. Consequently, the items in the section on reasons affecting the decision to move are independent from whether the respondent is or is not planning to move. That is, these are reasons for the decision to move or not to move, regardless of what that decision is.

Since the purpose of the bivariate tests of association was to aid in selecting items for the factor analysis, a slightly larger alpha than normal was set as the cut-off point, i.e., any test of significant association which reached alpha less than or equal to .10 was examined.

Of course, several of the items from question 25 had significant relationships with items from the background section, but only four had several significant relationships. Those four were: (25.1) "I like my present neighborhood," (25.2) "I have no trouble cleaning and taking care of my present residence," (25.7) "My health or physical strength is good," and (25.9) "I am not lonely." These four were associated with the following six background items: (53.1) "During the last twelve months, I frequently had problems with going outside," (53.2) "...with walking up and down stairs," (53.3) "...with getting around my house," (53.4) "...with getting dressed," (53.5) "...with my health," and (56) marital status. Therefore, these four items were included in the factor rotation. Those bivariate relationships are shown in Table 11.

Table 11
Bivariate Relationships Between Background Items and
Reasons affecting the Decision to Move

Background Items	Items from Reasons Affecting the Decision Whether or Not To Move			
	25.1	25.2	25.7	25.9
53.1		K.Tau C= -0.388, $p < .01$	K.Tau B= -0.361, $p < .05$	K.Tau B= -0.223, $p < .10$
53.2	K.Tau C= -0.198, $p < .10$	K.Tau C= -0.479, $p < .001$	K.Tau B= -0.401, $p < .01$	
53.3		K.Tau B= -0.427, $p < .01$	K.Tau C= -0.305, $p < .05$	K.Tau C= -0.219, $p < .10$
53.4		K.Tau B= -0.309, $p .05$		
53.5		K.Tau C= -0.328, $p < .01$	K.Tau B= -0.480, $p < .01$	K.Tau B= -0.238, $p < .10$
56.	$\chi^2 = 17.635$, df=9, $p < .05$			

This gives 25 items selected from section 1 of the questionnaire (preferences in living arrangements); 4 items from section 3 (important considerations affecting moveing); and 9 items from section 4 (satisfaction with the particular features of Friendship Hill); and a total of 38 items to be used in the factor analysis. It is interesting to note that this is a fair representation of the questionnaire, in that the 25 items from section 1 amount to 27.17 percent of all the items in section 1; the 4 items from section 3 amount to 26.67 percent of all the items in section 3; and the 9 items from section 4 amount to 26.47 percent of all the items in section 4.

This left one more variable to select. Age was chosen as the final variable since it was decided to include at least one item from the background section, and age did show a significant bivariate relationship to propensity to move (see Table 6).

As mentioned above, this model involved two dependent, variables: the respondents' propensity to move into Friendship Hill and the respondents' satisfaction with Friendship Hill. The item asking the respondents' satisfaction with Friendship Hill is question 43. The item measuring the respondents' propensity to move into Friendship Hill is question 27 (see Appendix A).

Once the 39 independent variables were selected, the factor analysis could be done. The first step was to determine the number of factors to be computed. The variables were converted into standard scores, such that any missing values would become the mean of the variable, then eigen-values were computed for the variables. Using the scree test (Tatsuoka, 1971) on the eigenvalues, it was determined that 15 factors should be used. Those 15 factors are shown in Table 12.

It should be noted that the general rule for determining which items are loaded on which factors, i.e., that any factor loading greater than .30 should be included, was not strictly followed. Although the Varimax rotation attempts to maximize the high and low loadings and minimize the intermediate loadings, the rotation of these variables produced quite a number of intermediate loadings, often resulting in a single item being loaded on three factors. Therefore, unless the item did not load on any other factor, or if its loading on the indicated factor was greater than .500 and its loading on all other factors was less than .400, it was not included in Table 12.

Finally, two step-wise regression analyses were computed, using the two different dependent variables (propensity to move and satisfaction with Friendship Hill) and the 15 independent factors. As shown in Table 13, the factors which best predict the respondents' propensity to move into Friendship Hill are: the respondents' deviation from the "ideal" resident and the respondents' health or strength. Also note that these two factors account for 27.6 percent of the variance in their propensity to move.

Table 14 indicates that the factors most predictive of the respondents' satisfaction with Friendship Hill are: the medical services provided at Friendship Hill and a convenience factor (convenience of transportation facilities, amount of rent, and convenience of shopping facilities). These two factors account for 47.3 percent of the variance in their satisfaction with Friendship Hill.

Table 12

Principle Components Analysis

<u>Component 1: 11.02% of variance</u>	<u>Factor Loading</u>
Acceptability of food prepared in central kitchen, served in small dining rooms	.92692
Acceptability of lounge shared with small number of residents	.91490
Importance of convenient transportation facilities	.77750
<u>Component 2: 8.75% of variance</u>	
Satisfaction with convenience of transportation facilities at F.H.	.87136
Satisfaction with amount of rent at F.H.	.78444
Satisfaction with convenience of shopping facilities at F.H.	.68354 ^a
<u>Component 3: 7.83% of variance</u>	
Preference for single story	.85304
Importance of amount of personal living space	.79747
<u>Component 4: 7.58% of variance</u>	
Importance of having nurse on duty 24 hrs.	.87388
Importance of having board provided	.87179
<u>Component 5: 6.65% of variance</u>	
I have no trouble cleaning and taking care of my present residence	.84935
My health or physical strength is good	.84780
<u>Component 6: 6.21% of variance</u>	
Importance of rules and policies of management of the residence	.83645 ^a
Importance of amount of rent	.76994 ^a
<u>Component 7: 6.16% of variance</u>	
Satisfaction with medical services provided at F.H.	.80415 ^a
<u>Component 8: 6.09% of variance</u>	
Importance of easy upkeep	.74901
Importance of fire safety features	.74217
<u>Component 9: 6.04% of variance</u>	
I am not lonely	-.89948
<u>Component 10: 5.97% of variance</u>	
Importance of nearness of wooded area	-.85736
<u>Component 11: 5.92% of variance</u>	
The number of residents in a hall at F.H. is (too few, just right, too many)	.79067
If I were living at F.H., my present friends would be (very close, neither, far away)	-.57217 ^a
<u>Component 12: 5.91% of variance</u>	
Importance of social director or committee to plan parties, etc.	.85919
Importance of nice appearance of building exterior	.54754 ^a
<u>Component 13: 5.88% of variance</u>	
Deviation from "ideal" resident	.88269
<u>Component 14: 5.20% of variance</u>	
Importance of noise level	.76423 ^a
<u>Component 15: 4.82% of variance</u>	
Age of respondent	.86103

^aThese variables had factor loadings .500 on the indicated components, and also had loadings .300 and .400 on other component(s).

Table 13
Step-Wise Regression on Propensity to Move into F.H. (Qu. 27)

<u>Predictors</u>	<u>Stan.Coef.</u>	<u>Stan.Err.</u>	<u>R² Change</u>
Component 13: Deviation from "ideal" resident	0.381	0.14	0.146
Component 5: Health and Strength	-0.361	0.14	0.130

$$\text{Multiple } R = 0.525 \quad R^2 = 0.276$$

<u>Analysis of Variance</u>	<u>DF</u>	<u>F</u>	<u>P <</u>
Regression	1	16.610	.001
Residual	37		

Table 14
Step-Wise Regression on Satisfaction with F.H. (Qu. 43)

<u>Predictors</u>	<u>Stan.Coef.</u>	<u>Stan.Err.</u>	<u>R² Change</u>
Component 7: Medical Services	0.553	0.12	0.274
Component 2: Convenience of F.H.	0.447	0.12	0.199

$$\text{Multiple } R = 0.688 \quad R^2 = 0.473$$

<u>Analysis of Variance</u>	<u>DF</u>	<u>F</u>	<u>P <</u>
Regression	1	7.049	.05
Residual	37		

Data Obtained From Visual Displays

Display I. Sets of four photographs, representing alternative images for five commonly included areas in elderly congregate housing (exterior, dining area, hallway, foyer or building entrance, and lounge) were rated on a 7-point scale with a low score indicating most preferable in appearance (see Appendix B3a for the preference scale and Appendix B3b for the photographs).

The rating results are recorded in Table 15, with the areas ordered from left to right according to the differences between the least and most preferred mean scores. For example, the greatest difference occurred between the photographs of the alternative exteriors (most preferred $M = 1.9$, least preferred $M = 5.8$, difference is 3.9). In contrast, the smallest differences occurred between the most and least preferred lounge areas.

To test if the least and most preferred alternatives were significantly different, a one-way analysis of variance with repeated measures was computed for each area. Overall, the least and most preferred examples were all significant, at least below the $p = .05$ level. Those results are also presented at the bottom of Table 15.

In addition to ranking the photographs from most preferred to least preferred, each respondent was asked to give reasons for choosing the least and most preferred photographs. These verbal responses were informally content analyzed. The comments were generally subjectively divisible into denotative and connotative comments.

Table 15

Mean Scores on Appearance Preferences

Places	1	2	3	4	5
PREFERENCE	EXTERIOR	HALLWAY	FOYER	DINING	LOUNGE
Most 1.5			1:1.6(1.1) ^a		
2.0	1:1.9(1.3)			3:2.2(1.9)	
2.5	2:2.4(1.5)	2:2.4(1.7) 1:2.5(1.6)			3:2.4(2.1)
3.0					
3.5					4:3.4(2.0)
4.0			2:4.1(2.1) 4:4.1(2.2)	4:3.8(2.1) 1:4.0(2.2) 2:4.2(1.7)	2:3.9(2.1) 1:4.1(2.0)
4.5		3:4.5(2.0)	3:4.6(2.1)		
5.0	3:5.3(1.8)				
5.5					
Least 6.0	4:5.8(1.8)	4:5.8(1.4)			
Difference between least and most pref.	3.9	3.4	3.0	2.0	1.7
Significance	p<.001	p<.001	p<.001	p<.01	p<.05

^aSuch notations as 1:1.6(1.1) indicate that photographs 1 received a mean score of 1.6 with a standard deviation of 1.1.

Table 16 gives the content of comments on the building exteriors. Denotatively, building size and the related relationship of accessibility was the most common reason given for a preference: ground level, single story buildings were highly preferred over multiple level. Connotatively, the preferred exterior appeared more "homey", "warm" and "friendly". These responses are possibly attributed to features illustrated in the photographs: 1) low building profile, 2) sloped roof, and 3) landscaping. In contrast, the least preferred exterior appears "hazardous" and "institutional" which are probably attributable to the multiple story construction (see Appendix B3b).

Table 16

Exterior Preferences and Reasons

	Most Preferred (photograph 1)	Least Preferred (photograph 4)
Denotative	1. (Building Size) a. one story (10) ^a b. driveway accessibility (5)	1. (Building Size) a. too high (5) b. too large (4)
	2. Scenery (4)	2. Urban (1)
Connotative	1. Homey (7) a. (warm, friendly) (2)	1. Hazardous (2)
	2. Roomy (2)	2. Cold (2)
	3. New (2)	3. Institutional (1)

^aIndicate the number of people who gave that response.

The content of comments on hallway preferences is given in Table 17. Denotatively, handrails were reported as a reason for preference: handrails are highly preferable in hallways; a wide hallway width was also very desirable. Connotatively, the brightness of a hallway was very often reported as a reason for preferring the appearance of one hallway over another.

Table 17
Hallway Preferences and Reasons

	Most Preferred (photograph 2)	Least Preferred (photograph 4)
Denotative	1. Handrails (1) ^a 2. Good width (3) 3. (Surfacing) a. liked color or carpeting (2)	1. No handrails (12) 2. Narrow width (4) 3. (Surfacing) a. disliked color or interior brick (2)
Connotative	1. Brightness (21) 2. Cheerful (2) 3. Colorful (1) 4. Friendly (1)	1. Darkness (12) 2. (Lonely or cold) (2) 3. (Dreary or stark) (2) 4. Unfriendly (1)

^aIndicates the number of people who gave that response.

Denotatively, the visual openness and view to the outside of the entrance walk were the most frequent reasons given for preferring the most popular foyer. Connotatively, the entrance appeared "homey," "comfortable," "roomy" and "inviting." No denotative reasons were given for not preferring the least preferred foyer. Table 19 presents the content of comments on the foyer.

Table 18
Foyer Preferences and Reasons

	Most Preferred (photograph 1)	Least Preferred (photograph 3)
Denotative	1. Exterior view-- windows (11) ^a 2. Family size (2) 3. Place to sit (1) 4. Easy access (1)	
Connotative	1. Homey (2) 2. (Comfortable, cozy, warm, or pleasant) (9) 3. Roomy (5) 4. (Inviting or friendly) (4) 5. Light (2) 6. (Modern or artistic) (2)	1. Crowded (4) 2. Fussy (4) 3. Uninviting (3) 4. Dark (2)

^aIndicates the number of people who gave that response.

Table 19 presents the comments on dining areas. No major denotative comments were given. Connotatively, reasons given for the most preferred appearance were that it looks "homey," "bright," "airy," and "comfortable." The least preferred dining area looked cluttered and shut-in.

Table 19
Dining Preferences and Reasons

	Most Preferred (<u>photograph 3</u>)	Least Preferred (<u>photograph 2</u>)
Connotative	1. Homey (7) ^a 2. (Bright or airy appearance) (7) 3. Attractive setting (2) 4. (Comfortable or cozy) (2)	1. Shut-in (3) 2. Harsh looking (2) 3. Cluttered (1)

^aIndicates the number of people who gave that response.

Table 20 gives the comments on most and least preferred lounge areas. The major denotative reason given for preference concerned the use of "soft" colors and white walls. Connotatively, the preferred example appeared "homey," "comfortable," and "bright."

Table 20
Lounge Preferences and Reasons

	Most Preferred (<u>photograph 3</u>)	Least Preferred (<u>photograph 1</u>)
Denotative	1. (Coloring) a. Soft furniture colors (4) ^a b. Light walls (1) 2. Nice furniture (10)	1. Uncomfortable chairs (1)
Connotative	1. Homey (9) 2. (Pleasant or restful) (2) 3. Comfortable (5)	1. (Institutional, cold, cluttered, or hard) (4)

^aIndicates the number of people who gave that response.

Display II. As mentioned in the Method section, Display II was concerned with evaluations of physical aspects of Friendship Hill. It consisted of seven displays. As the respondent was shown each display, she/he was asked a number of questions about that display (see Appendix B1. for the questions and Appendix B4c. to see the displays). The seven displays and the number of questions per display are: a) entrance, with five questions, b) commons, with nine questions, c) hallways, with eight questions, d) living/dining area, with six questions, e) apartment, with nine questions, f) support facilities, with five questions, and g) grounds, with five questions. In addition, at the end of Display II, all seven displays were quickly reviewed and an overall question on the respondents'

satisfaction with Friendship Hill was asked. It should also be noted that the last question on each of the seven displays was a question on their overall satisfaction with the area represented by the display, e.g., "Overall, how satisfied are you with the entrance at Friendship Hill?"

A series of step-wise regression analyses were performed on the responses, first over the entire Display II, with the question on overall satisfaction with Friendship Hill as the dependent variable. Second, taking each display separately, with the question on overall satisfaction with the display being the dependent variables, another seven analyses were computed.

Table 21 shows that 72.2 percent of the variance in their overall satisfaction with Friendship Hill is accounted for by six items. Since the items are intercorrelated, deciding the relative importance of each item is impossible. However, it should be clear that their satisfaction with the living/dining area is the most important.

Table 21

Step-Wise Regression on Satisfaction with Friendship Hill

Predictors	Stan.Coef.	Stand.Err.	R ² Change
Satisfaction with living/ dining area	.420	.15	.364
Safety of handrails	.223	.09	.098
Satisfaction with entrance	.249	.16	.096
Frequency of use of snack kitchen	.146	.05	.078
Appearance of building	.208	.11	.052
Size and arrangement of dining tables	-.180	.12	.036
Multiple R = .850	R ² = .722		
Analysis of Variance	DF	F	P <
Regression	6	8.233	.001
Residual	19		

Only 27.2 percent of the variance in their satisfaction with the entrance at Friendship Hill can be accounted for, as indicated in Table 22. The appearance of the building appears to be most predictive of their satisfaction with the entrance.

As shown in Table 23, the eight items listed accounted for 75.1 percent of the variance of their satisfaction with the commons area at Friendship Hill. Due to the intercorrelations among the items, it is not clear which items are the most important.

The six items listed in Table 24 account for 44.4 percent of the variance in their satisfaction with the hallways at Friendship Hill. Again, the relative importance of each item is unclear.

Table 22
Step-Wise Regression on Satisfaction with the Entrance to F.H.

<u>Predictor</u>	<u>Stan.Coef.</u>	<u>Stan.Err.</u>	<u>R² Change</u>
Appearance of building	0.269	0.11	0.212
Appearance of entry	0.148	0.13	0.042
Brick construction of building	0.140	0.17	0.017
Multiple R = 0.521 R ² = 0.272			
<u>Analysis of Variance</u>	<u>DF</u>	<u>F</u>	<u>P <</u>
Regression	3	3.480	.05
Residual	28		

Table 23
Step-Wise Regression on Satisfaction with the Commons of F.H.

<u>Predictor</u>	<u>Stan.Coef.</u>	<u>Stan.Err.</u>	<u>R² Change</u>
Appearance of brick walls	0.200	0.16	0.559
Height of ceiling	0.498	0.15	0.107
Color of furnishings	0.248	0.28	0.046
Usefulness of library/sitting area	0.217	0.20	0.019
Central fireplace	0.122	0.11	0.017
Indoor plants	0.105	0.22	0.002
Large windows	-0.056	0.19	0.001
Style of furnishings	0.043	0.20	0.001
Multiple R = 0.867 R ² = 0.751			
<u>Analysis of Variance</u>	<u>DF</u>	<u>F</u>	<u>P <</u>
Regression	8	7.550	.001
Residual	20		

Table 24
Step-Wise Regression on Satisfaction with the Hallways of F.H.

<u>Predictor</u>	<u>Stan.Coef.</u>	<u>Stan.Err.</u>	<u>R² Change</u>
Tile flooring material	0.169	0.08	0.220
Appearance of windows	0.319	0.14	0.131
Usefulness of gazebo	0.079	0.09	0.056
Appearance of hallways and gazebo	0.131	0.11	0.021
Carpeted floors	-0.155	0.21	0.015
Safety of handrails	-0.031	0.13	0.001
Multiple R = 0.666 R ² = 0.444			
<u>Analysis of Variance</u>	<u>DF</u>	<u>F</u>	<u>P <</u>
Regression	6	3.059	.05
Residual	23		

Recall that the respondents' overall satisfaction with the living/dining area is the best predictor of their overall satisfaction with Friendship Hill. Table 25 gives three items which predict their satisfaction with

the living/dining area. Since the most important item among the three is apparently their satisfaction with the size and arrangement of the dining tables, this would appear to indicate that the size and arrangement of dining tables is the most influential predictor of satisfaction with the overall facility. However, taking into account that those three items represent only 26.9 percent of the variance in their satisfaction with the living/dining area, and the low percentages of variance accounted for in table 20, such an absurdity is clearly not implied.

Table 25

Step-Wise Regression on Satisfaction with the Diving/Dining Area of F.H.

Predictor	Stan.Coef.	Stan.Err.	R ² Change
Size and arrangement of dining tables	0.326	0.15	0.198
Sharing this area	0.177	0.11	0.046
Frequency of use of snack kitchen	-0.065	0.07	0.025
Multiple R = 0.519		R ² = 0.269	

Analysis of Variance	DF	F	P<
Regression	3	3.439	.05
Residual	28		

Table 26 gives six items which account for 57.3 percent of the variance in the respondents' satisfaction with the apartments at Friendship Hill. Again, the items are intercorrelated, so the relative importance of each item is ambiguous.

Table 26

Step-Wise Regression on Satisfaction with the Apartments of F.H.

Predictor	Stan.Coef.	Stan.Err.	R ² Change
Private half bath	0.205	0.07	0.349
View from window	0.408	0.16	0.089
Apartment size	0.152	0.09	0.050
Twin beds	-0.112	0.10	0.024
Furnishings provided	0.076	0.11	0.015
Importance of peephole and doorbell	0.044	0.08	0.006
Multiple R = 0.730		R ² = 0.573	

Analysis of Variance	DF	F	P<
Regression	6	4.758	.01
Residual	25		

The three items in Table 27 account for 28.4 percent of the variance in the respondents' satisfaction with the support facilities at Friendship Hill. The relative importance of each item is also ambiguous here. However, since the half-bath was the first item from the step-wise analysis on the apartments and the common bath/shower was the first items out of the analysis on the support facilities, it is clear that the bathing facilities at Friendship Hill are an important part of the respondents' satisfaction or dissatisfaction.

Table 27

Step-Wise Regression on Satisfaction with the Support Facilities of F.H.

<u>Predictor</u>	<u>Stan.Coef.</u>	<u>Stan.Err.</u>	<u>R Change</u>
Common bath/shower	0.219	0.09	0.201
Activities room	0.310	0.24	0.073
Usefulness of safety features	0.233	0.36	0.011

Multiple $R = 0.533$ $R^2 = 0.284$

<u>Analysis of Variance</u>	<u>DF</u>	<u>F</u>	<u>P <</u>
Regression	3	3.710	.05
Residual	28		

No table representing the step-wise regression analysis on the respondents' overall satisfaction with the grounds at Friendship Hill is presented. That is because none of the four items could significantly predict their satisfaction with the grounds. One way to understand this result is to realize that all four questions on the grounds were asking the respondents to estimate how frequently they would use the different facilities on the grounds. Apparently, how frequently they might use an area has little to do with their satisfaction with the grounds.

Display III. Photographs of six areas in Friendship Hill (patio, activity room, apartment, gazebo, and living/dining area) were shown to respondents, along with a list of 15 activities one might typically engage in at a retirement residence. Each respondent was asked to indicate from that list which activities they might do in each area during a typical day.

The list of 15 activities was divided into activity types: individual activities (writing letters, quiet hobbies, messy hobbies, reading, watching TV, sitting and watching, and resting), unprogrammed group activities (entertaining visitors, playing cards/games, and talking with others), and programmed group activities (resident parties, discussion groups, religious services, exercise classes, and music and dancing). The number of activities per type each respondent gave for each area was averaged over the number of respondents. These averages were in turn divided by the number of activities in each type of activity (base) to arrive at an activity score. These activity scores represent the respondents' collective intention to engage in certain types of activities in certain areas.

As Table 28 indicates, the respondents would participate in individual activities mostly in the apartment, in unprogrammed group activities mostly in the commons, and in programmed activities in the activity room. The fact that all of the programmed activity scores are generally lower than the other scores is a reflection of the respondents' intention to participate in a fewer number of the programmed activities offered in the list and a greater number of the individual and unprogrammed activities offered in the list.

Table 28
Activity Types and Friendship Hill Areas: Tabulation of Activity Scores

<u>Type of Activity</u>	<u>Areas at Friendship Hill</u>					<u>Living/</u>	
	<u>Patio</u>	<u>Commons</u>	<u>Activity Room</u>	<u>Apartment</u>	<u>Gazebo</u>	<u>Dining</u>	<u>Base</u>
Individual	.31	.26	.15	.50	.20	.16	7
Unprogrammed	.48	.56	.46	.34	.24	.49	3
Programmed	.15	.19	.21	.01	.02	.11	5

DISCUSSION

DISCUSSION

The results have been divided into seven major topics for examination and discussion. Those topics are: 1) the respondents' demographic characteristics, 2) the propensity of the respondents to move from their present residence, 3) their evaluation of congregate housing, 4) their general housing preferences, 5) their satisfaction with Friendship Hill, 6) a discussion of the methodology, and 7) suggestions for further research.

To begin understanding the respondents' characteristics, it is necessary to compare them with some national, state and county census figures. Table 2 indicates that the sample accounts for one percent of the total elderly population in Moultrie and Piatt counties. However, the respondents tended to be characterized as middle or upper economic status. Both Moultrie and Piatt counties have an average (Moultrie: 25 percent) or higher than average (Piatt: 38 percent) proportion of elderly with incomes below the Illinois poverty level. In addition, the trends of a higher than average percentage of very old and a high percentage of single family households are found among the respondents. Although not shown in Table 2, the respondents also had a higher proportion of women (80 percent) than the general population. Even though Table 2 does indicate that the very old have a higher than normal degree of functional impairment and that elderly living alone have a higher demand for support services, the respondents appeared generally healthy, financially independent, and active. Apparently, the respondents represent a relatively elite subset of the elderly.

Propensity to Move

As shown in Tables 6 and 7, those respondents who report themselves as likely to move into Friendship Hill at some time in the future are people who live alone, who are 75 years of age or older, who are more likely to report having health problems, who are unmarried, and who had an informal tour of the facility when they visited it. Some of those results are interesting when compared with the comments in the footnotes of Table 2. As mentioned above, they indicate generally that the higher the proportion of very old, the higher the degree of functional impairment and that the higher the proportion of single person households, the higher the demand for support services. Unfortunately, only two of those crosstabulations could be subjected to any statistical test. Both age and health indicated significant bivariate relationships with the respondents' propensity to move in. This supports Gutman's (1975) findings.

One of the major purposes was to discover the statistical predictors of the propensity to move into Friendship Hill. As shown in Table 13, two components accounted for more than one quarter of the variance in the responses to that question. The most important component assessed the deviation of the respondent from the designers' "ideal" resident.

The second component to emerge from the step-wise regression analysis was a component indicating the health and strength of the respondent. This supports the bivariate analysis on health being significantly related to the individual's propensity to move. However, although

component 15 was mainly comprised of the age of the respondent, it did not emerge from the analysis as being significant. Apparently, the age of the respondent influences the propensity to move indirectly, through the health of the individual. As shown in Table 4, age is strongly related to health.

As noted in the previous section describing the respondent's demographic characteristics, they were generally healthy, financially independent, and active. Most were not close to the index called "ideal resident." This matches well with the fact that the majority said they did not plan to move into Friendship Hill. Indeed, as noted in the results section, when the respondents were asked if they were seriously considering moving from their present residence, only six said "Yes." And, when asked how likely it was that they would move into Friendship Hill anytime in the future, three said it was "likely", and one said it was "very likely;" the rest had no such plans.

Although the majority of respondents was at least moderately satisfied with Friendship Hill, few were ready or willing to move in. Because their health was still adequate and they were able to maintain their homes, most respondents were not yet faced with a need for retirement housing.

Congregate Housing

The Noe-Lewis Foundation (owner of Friendship Hill) had defined its market area as two rural counties (Piatt and Moultrie). According to the model developed by Housing Research and Development at the University of Illinois (Heumann, 1975), an indication of the need for congregate housing and the extent of the semi-independent elderly population can be obtained from readily available census material. This market area in 1970 had 3,984 people aged 65 and over of which a high proportion (45 percent) are aged 75 or over. This high proportion of the very old would indicate a higher than average probability of functional impairments. There is also a high proportion of single person households over 65 years (Moultrie--45 percent, Piatt--47 percent) which indicates a higher than normal demand for visiting support services for those with functional impairments. However, because 64 percent of elderly in Moultrie and 65 percent in Piatt do not live in a town, visiting support services would be uneconomical and congregate housing is likely to be the more economical solution for elderly needing assisted independent living.

In determining the size of the market, a major question is: Can those who show a need for congregate housing afford it? An analysis of the 1970 census data shows that Piatt County, particularly, has a high poverty level among the elderly: 39 percent of those 65 and over. The poverty level in 1970 was given as an annual income of less than \$1500 for one person and \$2500 for a couple. An unassisted fee at Friendship Hill is \$4500 per annum plus personal living expenses for one person. It can be concluded that a major portion of those in these two counties who show need for assisted independent housing or congregate housing cannot afford this housing without assistance.

Because of the confused image of the features of congregate housing and the limited experience of our sample with existing congregate housing,

it was not possible to obtain a direct preference for or against this form of housing for the elderly. However, a number of measures of "congregateness" such as preference for level of personal care, privacy/independence and social activities were included in the questionnaire and interview.

Results show that respondents often had a confused image of Friendship Hill's identity, i.e. whether the facility was most similar to a retirement residence, nursing home or private residence. Although respondents generally answered that Friendship Hill was most like a retirement residence in terms of independence, personal services and medical services, probe questions often revealed that they were not really clear about Friendship Hill's identity.

The foundation which sponsors Friendship Hill was created out of the Trust of the Drs. Noe-Lewis. They were wealthy, local homeopathic doctors. It has been conjectured that a stigma might exist against Friendship Hill because of its association with the Foundation. The probe section of the interview was aimed to detect this possible stigma. While most knew of the doctors by reputation, only two respondents mentioned any stigma against Friendship Hill due to its connection with the doctors.

Concerning the level of personal services, there was a strong preference for board (food prepared and served). There was also a strong preference that this food be served in small dining rooms (less than 15 people). Preference for meals being provided was rated as more preferable than the other options of a home care delivery service, e.g. "Meals on Wheels" or cooking one's own meals. Other types of personal care such as maid service, assistance with bathing, dressing or shopping were not rated as strongly important or unimportant.

The size of personal living space was rated as strongly important. With regard to amount of privacy and independence, a completely private bedroom and bathroom were rated as strongly important while a living room in one's own apartment was only slightly more important than a living area shared with a small number of residents (i.e. less than 15). A larger central lounge was less acceptable.

One of the advantages of congregate housing is friendship opportunities, group support and social integration. Beckman (1969) noted that those such as farmers, who had lead an independent life, would not find forced contact with other residents acceptable. The questionnaire asked only the occupation of the respondent and not that of the head of the household. In many cases, the respondents were widowed wives of farmers and responded with "homemaker," or "teacher," etc. We were therefore unable to test Beckman's statement due to the lack of distinctive information concerning lifestyle. However, in the questionnaire there were a number of questions which asked the respondents to evaluate, for example, the number of residents per wing, where a high overall negative response would have indicated that the social aspects of congregate housing were not acceptable. In the housing preference section, the absolute number of residents on the floor or residential wing did not seem important.

The third section of the display/interview obtained information on respondents' perceptions of how they would use the various social spaces of Friendship Hill. In this facility, the designers intended to compensate for small bedroom/apartment with a wide range and variety of social activity spaces from small sitting areas, such as the gazebo, to living rooms shared by 15 people, to the central lounges and activity rooms. The assumption was that with this variety of shared spaces, the residents would spend most of their day outside their apartment. Respondents were asked to match a list of activities to a space and rate how often they would use that space if they were living in Friendship Hill. The apartment was found to be the space most often used during the day and this use was mainly for quiet individual activities (e.g. reading, watching TV, writing letters, etc.). This finding is positively related to a general dissatisfaction with the size of the bedroom/apartment and brings into question whether the balance between personal, private living space and shared communal spaces was an appropriate compromise at Friendship Hill.

The strong preference for particular features at Friendship Hill by submarket groups of elderly points to the need to be very specific about which submarket group is being designed for in retirement housing. Friendship Hill is located on a unique site, with a lake, stream, woods and lawn areas. For potential residents to enjoy and use this site they must be in reasonably good health, as the lake and garden are located a fair distance from the main building. The site is also several miles away from shops, banks, etc. In spite of the management's intention to provide group transportation, the use of a private car is almost essential to maintain continued contact with the community. Congregate housing is aimed at the semi-independent elderly housing market. Friendship Hill is congregate housing primarily for fully independent persons. Those who have some functional health disabilities would probably not be able to drive a car and would not be able to fully enjoy the recreational opportunities of the site. The provision of a common bath/shower in each wing at Friendship Hill reinforces this contradiction. Those who have few functional health disabilities have a very strong preference for private bathrooms and larger apartments while those who show the need for supervised bathing (the primary reason for the provision of common bath facilities) would not be able to use the grounds.

Housing Preference

A number of housing preferences emerged from the study. Most respondents presently lived in small Midwestern towns and expressed a desire to remain in a Midwestern town of a similar size. As hypothesized, the elderly wanted convenient shopping facilities and availability of transportation. Respondents indicated that a small amount of personal living space was unacceptable. Safety was a major consideration, as respondents deemed important such features as protection from crime, fire safety features and emergency bell/button in an individual apartment. Also, ease of upkeep was often mentioned. Contrary to Gutman's (1975) findings, amount of rent appeared to be an important consideration for our respondents, despite the fact that most appeared to be financially secure.

Some general housing preferences emerged from Display I. First, respondents generally favored single story buildings and often commented that exteriors which were "homey," "warm," and "friendly" were pre-

ferred. These responses are possibly attributed to features illustrated in the photographs: 1) low building profile, 2) sloped roof, and 3) landscaping. In contrast, the least preferred exterior appeared "hazardous" and "institutional," which are most likely attributed to the multiple stories.

Secondly, the respondents favored an entrance way that had a view to the outside and appeared visually "open." It is difficult to assess specifically what contributes to the responses. Some speculation can be made about the size and arrangement of the sitting area, the use of a warm rug color, hanging plants, and the most important, openness to an exterior view. A confounding influence in the photograph was the inclusion of a person sitting in the area. In one other photograph, people were included as well, thus we were unable to completely control for the effect of people in the display.

Satisfaction with Friendship Hill

Satisfaction with Medical Services at Friendship Hill. Gutman (1975) and Lawton (1975) report that the elderly prefer some type of on-site medical facilities. It was hypothesized that respondents would want at least an outpatient clinic in the building. However, our results failed to confirm this. This can be explained as follows. Because our respondents were healthy and had no major functional impairments, most saw no need to move into a retirement facility. Thus, because they intended to remain in their present residence, they preferred home medical care delivery. (It is important to note that this type of home medical service is not available in the rural counties in this study.)

The medical service provided at Friendship Hill was the factor that most accounted for satisfaction with that retirement residence. The component including the item medical services provided, represented more than one-quarter of the variance in how satisfied respondents were with Friendship Hill.

Satisfaction with Friendship Hill. Medical services, along with a "convenience" factor accounted for almost half of the variance of potential residents' satisfaction with Friendship Hill. This factor was composed of: 1) convenience of shopping facilities, 2) convenience of transportation facilities, and 3) amount of rent. Hanowski (1962) maintains that proximity to stores and availability of transportation are imperative to the elderly. Our results tend to support this hypothesis. It may be inferred that the respondents' dissatisfaction with these aspects of Friendship Hill affected their overall rating of the facility. Additionally, respondents' overall satisfaction with Friendship Hill was affected by their relative satisfaction with the rent at that facility.

It had been predicted that a respondent's satisfaction with Friendship Hill would be directly related to his/her propensity to move; that is, if a respondent was very satisfied with Friendship Hill, he/she would be very likely to move in. This hypothesis was not supported by the results. As reasons for not considering moving, adequate strength and capability to clean and care for one's home were negatively related to propensity to move into a retirement residence. Intuitively, this makes sense. Declines in personal health and capability to take care of a home

should increase the consideration of moving into more supportive and favorable surroundings. A potential resident summed up the general feeling: "Friendship Hill is a beautiful place, but as long as I'm able to stay in my home, I prefer living here."

The display method was also used to ascertain respondents' satisfaction with Friendship Hill, focusing on the physical characteristics of the facility. Results from Display I indicate that respondents were quite satisfied with the appearance of the hallway (within the residence wing) at Friendship Hill; in fact, it was preferred over all other hallway choices. The "bright" and "cheerful" appearance, most likely due to the bright colors used, along with the handrails and carpeting seemingly accounted for this positive assessment.

In general, respondents preferred the appearance of the dining room at Friendship Hill less than any of the other dining rooms presented in Display I. Although no specific explanations can be given for this result, frequent comments on the dining room were "shut-in," "harsh looking" and "doesn't even look like a dining room."

Step-wise regression analyses were used with the results of Display II. It was found that the most important aspect in determining satisfaction with Friendship Hill was the living/dining room (almost four times greater than any other aspect in determining satisfaction). There are several possible explanations why Friendship Hill's dining room was not favored in Display I, yet highly rated in Display II. First, Display I asked only preferences in appearance, while Display II focused on the total living/dining room (e.g. functionality of the snack kitchen, size and arrangement of dining tables, etc.). In effect, respondents were asked to evaluate two different things. It may be inferred that although respondents were not particularly impressed with the appearance, they saw it as a well-functioning dining room.

A second possible explanation is that different photographs of the dining room were used; the photo used in Display I being much darker and shot from a different angle than the photographs in Display II (see Appendix). This may account for some of the discrepancy between the appearance rating on Display I and the overall rating on Display II.

Finally, it may be concluded that the respondents were much more critical of Friendship Hill in Display I when forced to compare it with three other dining rooms. In Display II, however, it was much more difficult to express dissatisfaction or pick out specific flaws when shown only photographs of Friendship Hill and asked to respond on a five-point Likert satisfaction scale.

From the step-wise regression, other aspects were found to be important in determining satisfaction with Friendship Hill. Respondents question whether the tile in the main hallway might be slippery, but commented that it would be easier to clean than carpeting.

The entrance was also important in predicting the overall satisfaction with Friendship Hill. "Beautiful setting" and "I like the trees

and shrubs" were often mentioned, but many respondents expressed concern that Friendship Hill was hard to find. Suggestions were made that a sign be placed at the entrance way.

A step-wise regression analysis was also done on each display to determine what aspects were important for satisfaction with each space. In the living/dining room, it was found that the size and arrangement of dining tables was the most important aspect. Although we have no theoretical justification for this result, typical respondents' comments were "Four to a table is a good idea" and "It's ok to have 15 people eat together all the time, as long as I have a choice who I sit with."

The brick walls, height of ceiling and color of furniture were predictors of satisfaction with the commons. Many respondents indicated that they were unaccustomed to interior brick walls, and did not like them. Many thought that the high ceilings made the commons look "spacious" and "light" but expressed concern that the cost of heating would be high. Also, the bright colors of the furniture was thought to be "warm and cheery" and well-suited to the rest of the building.

As hypothesized, the individual half-bath was the largest single predictor of satisfaction with the apartment. Respondents were very dissatisfied with this arrangement. It may be inferred that this dissatisfaction lowered their overall rating of the apartment. Comments such as "I don't want to stand in line to take a bath!" and "This isn't a nursing home--I don't need any help taking a bath!" were expressed quite frequently.

Finally, it was found that satisfaction with the grounds at Friendship Hill was not significantly related to how frequently the grounds would be used. This is concurrent with Lawton's (1970) results that grounds of a retirement residence are generally underutilized. However, one can conclude that it is not necessary to use the grounds to be satisfied with them. This supports our contention that the attractiveness of the grounds were relatively unimportant to the respondents in determining satisfaction with Friendship Hill.

Discussion of the Methodology

The length of the questionnaire was a problem when the respondents failed to complete the questionnaire before the interview. The combined length of the questionnaire and interview in these cases was far too long and sections of the display were deleted, due to the respondent's fatigue. The order of the sections of the questionnaire was important to its understanding, therefore, page order was not randomized. Questions within each section of the questionnaire should have been randomized to control for respondent fatigue or increasing expertise in responding to certain question types. Lawton (1975) suggested that the format of the semantic differential was difficult to use by the elderly in its rating scales and possibly irrelevant adjectives. Instead, he suggested the use of a three point scale (labeled "yes," "no," "neither") for elderly respondents. A 5-point Likert scale was employed in the present study because of its greater sensitivity. Few problems in the use of this scale with respondents were detected.

The Display I photographic survey (preference of a set of four photographs) was very valuable for open-ended comments. An informal content analysis of these comments revealed the physical areas of the place in the photographs to which the elderly attended. The quality of the photographs (lightness or darkness, color, etc.) and the focal point of the photograph were important variables that were hard to control.

The Display II photographs (preferences for Friendship Hill features) proved valuable in aiding the memory of the respondents. Since some of the respondents had visited Friendship Hill as long as three months before the interview while others had visited two to three times, it was valuable that the display materials from which comments were elicited were the same for all respondents. The questions on the impressions of Friendship Hill may have been affected by the length of time since the last visit and the frequency of visits. A test of results for number of visits and propensity to move into Friendship Hill does not produce a significant association.

Interviewer effects can introduce important variables which must be controlled whenever possible. Interviewees respond differently to visible cues provided by the interviewer. Riesman and Ehrlich (1961) reported that the age of the interviewer produced a bias, with the number of 'unacceptable' (to the experimenter) answers higher when questions were posed by younger interviewers. The ages of the interviewers in the present study ranged from 21-26 while all the respondents were over 65. Benny, Riesman, and Star (1956) in their study of age and sex variables reported, "Male interviewers obtain fewer responses than female, and fewest of all from males, while female interviewers obtained their highest responses from men." (p. 143) In the present study, male interviewers interviewed all the male interviewees while both male and female interviewers interviewed the female interviewees in an attempt to control for sex differences. It is also essential to ask: To what degree is the interview or experimenter the same research instrument at all points of the interview? His/her skill may increase. He/she may be better able to establish rapport. She/he may have learned necessary vocabulary. She/he may loaf or become bored. He/she may have increasingly strong expectations of what a respondent "means" and code differently with practice. Because we were interviewing rural town elderly who were all part of a series of social networks, in each town some of the respondents were presensitized to the interview procedure before we arrived.

Further Research

Friendship Hill, a new housing type in a rural setting, with very co-operative designers and management, provides a unique research opportunity. Use of both questionnaire and visual displays proved very valuable in obtaining subject opinions and preferences. These two type of instruments could be used to: 1) test changes in opinions of those who we interviewed and who later moved into Friendship Hill, 2) compare the preferences of those who will have moved into Friendship Hill to those who did not after Friendship Hill has full occupancy, and 3) to do comparative studies of different elderly market groups (e.g. urban, lower-middle income groups, etc.) and different housing types (e.g. nursing home, independent apartments, etc.).

An observational research study of social interaction in the variety of social spaces at Friendship Hill would provide valuable information on the use of spaces in congregate elderly housing.

Recommendations to Designers of Retirement Residences.

1. We advise building a retirement residence in a non-rural location (e.g. small town or city). The elderly prefer a proximity to shopping, entertainment and transportation. A rural location makes access to such facilities difficult.
2. We recommend that a full bathroom (i.e. shower and/or tub, stool, washbasin) be provided in each living unit.
3. Each resident should be given more personal living space than the apartments at Friendship Hill provide. A living/bedroom combination or a small suite of rooms is an alternative.
4. A retirement residence should be one-story.
5. Board should be provided for the residents.

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APPENDIX

A. QUESTIONNAIRE

University of Illinois at Urbana-Champaign

DEPARTMENT OF ARCHITECTURE • 106 ARCHITECTURE BUILDING • URBANA, ILLINOIS 61801 • (217) 333-1330

June 27, 1976

FROM: Julie Gidel, Project Director for University of Illinois Project on
Residential Preferences of Retired Persons.

I represent a research team from the University of Illinois formed for the purpose of obtaining information about the housing preferences of retired persons. As a special case of retirement housing, we have chosen to ask you about your reactions to Friendship Hill, a new retirement residence near LaPlace. Your evaluations may be used for future planning and design of retirement residences.

I am asking all the people who have visited Friendship Hill to fill out this questionnaire. My research team IS NOT AFFILIATED with Friendship Hill. Your responses to the questionnaire will remain entirely confidential within our group and will not be released to the management of Friendship Hill or anyone else. Your name will not be attached to any of the responses you make.

This questionnaire is the first part of our two-part study. In the next couple of days we will call you to find out if it is convenient to come to your home in order to pick up the completed questionnaire as well as to conduct the second part of the study. The second part involves an informal interview with you about retirement residences.

If you have any questions, you can reach us at (217) 333-0755 between 8:30 a.m. and 5:00 p.m., or (217) 351-6211 or (217) 351-3095 after 5:30 p.m.

Thank you very much.

Julie Gidel
Project Director

For Office Use Only:

Questionnaire # _____/1,2

County _____/3

Town _____/4

SURVEY OF HOUSING PREFERENCES OF RETIRED PERSONS

UNIVERSITY OF ILLINOIS

VOLUNTEER CONSENT

It is my understanding that my participation in the Friendship Hill study by the University of Illinois guarantees me the following rights:

1. My name will not be reported with any information which I provide (written or oral).
2. My participation in interviews and/or writing out questionnaires is strictly voluntary.
3. I may decline to answer questions I find objectionable.
4. I may withdraw from the evaluation at any time.

(date)

(signed)

INSTRUCTIONS

The following is an example of the main type of question you will be asked throughout this questionnaire. Notice that it says "How important are the following factors to you in choosing a pet dog?", and then leaves blanks for you to indicate if the particular item to the left of the blanks is very important, important, neither, unimportant, or extremely unimportant to you for choosing a pet dog.

For example, if the sex of the dog is very unimportant in selecting a pet dog, then check under the column heading "Very Unimportant" for the item "Sex".

If you cannot decide whether or not, for example, "Color" is important to you in choosing a pet dog, you would check the blank under the column heading "Neither" for the item "Color."

If it is very important to you how friendly the dog is, you would place a check in the blank under the column heading "Very Important" for the item "Friendliness" as indicated below.

Likewise, if the size of the dog is somewhat important, but not as important as "Friendliness" then you would place a check in the blank under the column heading "Important" for the item "Size."

Finally, if the breed and cost of the dog are not important factors to you in choosing a pet dog, you would check under the column heading "Unimportant" for the items "Breed" and "Cost".

Please remember to check only one response per item.

EXAMPLE I

How important are the following factors to you in choosing a pet dog?

	Very Important	Important	Neither	Unimportant	Very Unimportant
Sex	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Color	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendliness	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Size	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Breed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

PREFERENCES IN LIVING ARRANGEMENTS

In this section, the questions deal with what things you would consider important if you were looking for new living arrangements. It makes no difference whether or not you are actually looking for a new place to live. We are interested in what you would consider important in choosing a new residence, and we ask you to answer all questions even if you think they may not apply to you.

1. I am likely to move from the Midwest to another region of the country.

<u>Highly Likely</u>	<u>Likely</u>	<u>Neither</u>	<u>Unlikely</u>	<u>Highly Unlikely</u>
_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)

2. The following locations are acceptable to me as places to live:

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neither</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
-----------------------	--------------	----------------	-----------------	--------------------------

- | | | | | | |
|---|-----------|-----------|-----------|-----------|-----------|
| 1 Large city, the size of Chicago | _____ (1) | _____ (2) | _____ (3) | _____ (4) | _____ (5) |
| 2 Suburb of large city, the size of Elmhurst | _____ (1) | _____ (2) | _____ (3) | _____ (4) | _____ (5) |
| 3 Smaller city, the size of Decatur | _____ (1) | _____ (2) | _____ (3) | _____ (4) | _____ (5) |
| 4 Surrounding areas of small city, the size of Mt. Zion | _____ (1) | _____ (2) | _____ (3) | _____ (4) | _____ (5) |
| 5 Town, the size of Monticello | _____ (1) | _____ (2) | _____ (3) | _____ (4) | _____ (5) |
| 6 Country area (not in town) | _____ (1) | _____ (2) | _____ (3) | _____ (4) | _____ (5) |

3. The following factors are important to me in choosing a neighborhood to live in

<u>Very Important</u>	<u>Important</u>	<u>Neither</u>	<u>Unimportant</u>	<u>Very Unimportant</u>
-----------------------	------------------	----------------	--------------------	-------------------------

- | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|
| 1 Fear of crime | _____ (1) | _____ (2) | _____ (3) | _____ (4) | _____ (5) |
| 2 Convenience of shopping facilities | _____ (1) | _____ (2) | _____ (3) | _____ (4) | _____ (5) |
| 3 Convenience of transportation facilities | _____ (1) | _____ (2) | _____ (3) | _____ (4) | _____ (5) |
| 4 Large amount of automobile traffic | _____ (1) | _____ (2) | _____ (3) | _____ (4) | _____ (5) |
| 5 Friends in neighborhood | _____ (1) | _____ (2) | _____ (3) | _____ (4) | _____ (5) |
| 6 Convenience of recreational facilities | _____ (1) | _____ (2) | _____ (3) | _____ (4) | _____ (5) |
| 7 High noise level | _____ (1) | _____ (2) | _____ (3) | _____ (4) | _____ (5) |
| 8 Nearness of lake/stream | _____ (1) | _____ (2) | _____ (3) | _____ (4) | _____ (5) |
| 9 Nearness of wooded area | _____ (1) | _____ (2) | _____ (3) | _____ (4) | _____ (5) |
| 10 Presence of side walks | _____ (1) | _____ (2) | _____ (3) | _____ (4) | _____ (5) |

4. The following exterior housing features are important to me in choosing a place to live:

		<u>Very</u> <u>Important</u>	<u>Important</u>	<u>Neither</u>	<u>Unimportant</u>	<u>Very</u> <u>Unimportant</u>
1:23/	1 Overall size	____(1)	____(2)	____(3)	____(4)	____(5)
1:24/	2 Number of residents in building	____(1)	____(2)	____(3)	____(4)	____(5)
1:25/	3 Small amount of per- sonal living space	____(1)	____(2)	____(3)	____(4)	____(5)
1:26/	4 Canopy sheltering walkway from main entrance to street	____(1)	____(2)	____(3)	____(4)	____(5)
1:27/	5 Covered parking	____(1)	____(2)	____(3)	____(4)	____(5)
1:28/	6 Direct access to out- doors from apartment	____(1)	____(2)	____(3)	____(4)	____(5)
1:29/	7 Smooth surfacing of parking lot	____(1)	____(2)	____(3)	____(4)	____(5)
1:30/	8 Large yard and garden	____(1)	____(2)	____(3)	____(4)	____(5)
1:31/	9 Windows face winter sun	____(1)	____(2)	____(3)	____(4)	____(5)
1:32/	10 Easy to locate house	____(1)	____(2)	____(3)	____(4)	____(5)
1:33/	11 Outdoor seating available	____(1)	____(2)	____(3)	____(4)	____(5)
1:34/	12 Pets allowed in apartments	____(1)	____(2)	____(3)	____(4)	____(5)
1:35/	13 Outdoors represented inside (plants, nature pictures, view of trees, aquarium)	____(1)	____(2)	____(3)	____(4)	____(5)
1:36/	14 Nice appearance of building exterior	(1)	____(2)	____(3)	____(4)	____(5)

5. The following interior housing features are important to me in choosing a place to live:

		<u>Very</u> <u>Important</u>	<u>Important</u>	<u>Neither</u>	<u>Unimportant</u>	<u>Very</u> <u>Unimportant</u>
:37/	1 Small amount of storage	____(1)	____(2)	____(3)	____(4)	____(5)
:38/	2 Easy upkeep	____(1)	____(2)	____(3)	____(4)	____(5)
:39/	3 Space available for hobbies and speical interests	____(1)	____(2)	____(3)	____(4)	____(5)
:40/	4 Railing along corridors and stairs	____(1)	____(2)	____(3)	____(4)	____(5)
:41/	5 Protection from falling and tripping	____(1)	____(2)	____(3)	____(4)	____(5)
:42/	6 Fire safety features	____(1)	____(2)	____(3)	____(4)	____(5)
:42/	7 Protection from crime	____(1)	____(2)	____(3)	____(4)	____(5)
:43/	8 Individual temperature control of own room	____(1)	____(2)	____(3)	____(4)	____(5)
:44/	9 Attractive decor (furnishings)	____(1)	____(2)	____(3)	____(4)	____(5)
:45/	10 Emergency bell or button in apartment	____(1)	____(2)	____(3)	____(4)	____(5)
:46/	11 Adequate laundry facilities	____(1)	____(2)	____(3)	____(4)	____(5)
:47/	12 Ability to bring own furniture	____(1)	____(2)	____(3)	____(4)	____(5)
:48/	13 Doorways wide enough for wheelchairs and walkers	____(1)	____(2)	____(3)	____(4)	____(5)
:49/	14 Long corridors	____(1)	____(2)	____(3)	____(4)	____(5)
:50/	15 Number of residents on a floor or residence wing	____(1)	____(2)	____(3)	____(4)	____(5)
:51/	16 Fireplace in living area	____(1)	____(2)	____(3)	____(4)	____(5)
:52/	17 Safe flooring material	____(1)	____(2)	____(3)	____(4)	____(5)
:53/	18 Large dining room	____(1)	____(2)	____(3)	____(4)	____(5)

6. The following social areas and programs are important to me in choosing a place to live:

		<u>Very</u> <u>Important</u>	<u>Important</u>	<u>Neither</u>	<u>Unimportant</u>	<u>Very</u> <u>Unimportant</u>
1:54/	1 Rules and policies of management of the residence	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
1:55/	2 Amount of rent	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
1:56/	3 Attractive lounge area	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
1:57/	4 Library available	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
1:58/	5 Television room available	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
1:59/	6 Social director or committee to plan parties, lectures, etc.	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
1:60/	7 Golf course available	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
1:61/	8 Snack kitchen available	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
1:62/	9 Possibility of living next door to a person of the opposite sex	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
1:63/	10 Worship area available	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
1:64/	11 Place for friends and visitors to stay overnight	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)

7. Availability of the following personal services are important to me in choosing a place to live:

		<u>Very</u> <u>Important</u>	<u>Important</u>	<u>Neither</u>	<u>Unimportant</u>	<u>Very</u> <u>Unimportant</u>
1:65/	1 Home care delivery available, e.g. "Meals on Wheels"	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
1:66/	2 Board provided (food prepared and served)	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
1:67/	3 Maid service, including laundry, provided	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
1:68/	4 Assistance with bathing available	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
1:69/	5 Assistance with dressing available	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
1:70/	6 Transportation available	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
1:71/	7 Assistance with shopping available	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)

8. Availability of the following medical services are important to me in choosing a place to live:

			<u>Very</u> <u>Important</u>	<u>Important</u>	<u>Neither</u>	<u>Unimportant</u>	<u>Very</u> <u>Unimportant</u>
2:72/	1	Home medical care delivery available	____(1)	____(2)	____(3)	____(4)	____(5)
2:73/	2	Nurse on duty 24 hours	____(1)	____(2)	____(3)	____(4)	____(5)
2:74/	3	Drug store in building	____(1)	____(2)	____(3)	____(4)	____(5)
2:75/	4	Out-patient clinic in building	____(1)	____(2)	____(3)	____(4)	____(5)
2:76/	5	Complete medical facilities in building	____(1)	____(2)	____(3)	____(4)	____(5)

9. The following features are acceptable to me in choosing a place to live.

			<u>Strongly</u> <u>Agree</u>	<u>Agree</u>	<u>Neither</u>	<u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>
2:5/	1	Completely private bedroom	____(1)	____(2)	____(3)	____(4)	____(5)
2:6/	2	Bedroom shared with one roommate or spouse	____(1)	____(2)	____(3)	____(4)	____(5)
2:7/	3	Bedroom shared with more than one roommate	____(1)	____(2)	____(3)	____(4)	____(5)
2:8/	4	Bathroom to yourself	____(1)	____(2)	____(3)	____(4)	____(5)
2:9/	5	Half-bath (private stool sink, but shared shower/bath facilities)	____(1)	____(2)	____(3)	____(4)	____(5)
2:10/	6	Shared bathroom facilities	____(1)	____(2)	____(3)	____(4)	____(5)
2:11/	7	Cook own meals	____(1)	____(2)	____(3)	____(4)	____(5)
2:12/	8	Food prepared in central kitchen but served in small dining rooms (i.e. less than 15 persons)	____(1)	____(2)	____(3)	____(4)	____(5)
2:13/	9	Food prepared in central kitchen and served in large dining room	____(1)	____(2)	____(3)	____(4)	____(5)
2:14/	10	Living room in own apartment	____(1)	____(2)	____(3)	____(4)	____(5)
2:15/	11	Lounge shared with small number of residents (i.e. less than 15)	____(1)	____(2)	____(3)	____(4)	____(5)
2:16/	12	Central lounge shared with large number of people	____(1)	____(2)	____(3)	____(4)	____(5)

10. If the rents were the same, I would prefer to live in a building for:

Strongly

Agree

Agree

Neither

Disagree

Strongly

Disagree

2:17/	1 Retired persons only	(1)	(2)	(3)	(4)	(5)
-------	------------------------	-----	-----	-----	-----	-----

2:18/	2	Retired and middle-aged adults	(1)	(2)	(3)	(4)	(5)
-------	---	--------------------------------	-----	-----	-----	-----	-----

2:19/ 3 People of all ages, including children and teens (1) (2) (3) (4) (5)

11. If the rents were the same, I would prefer to live in a buiding of:

Strongly

Agree

Agree

Neither

Disagree

Strongly

Disagree

2:20/	1	More than 3-stories with elevator	(1)	(2)	(3)	(4)	(5)
-------	---	--------------------------------------	-----	-----	-----	-----	-----

2:21/	2	Two or three stories without elevator	(1)	(2)	(3)	(4)	(5)
-------	---	---------------------------------------	-----	-----	-----	-----	-----

2:22/	3	Single story	(1)	(2)	(3)	(4)	(5)
-------	---	--------------	-----	-----	-----	-----	-----

12. I would prefer to live in a building:

Strongly

Agree

Agree

Neither

Disagree

Strongly

Disagree

2:23/ 1 With residents who pay their
own way (1) (2) (3) (4) (5)

2:24/	2	With residents who require financial aid	(1)	(2)	(3)	(4)	(5)
-------	---	--	-----	-----	-----	-----	-----

INDEPENDENCE, PERSONAL SERVICES AND MEDICAL CARE

Please answer the following questions according to your opinions about private residences, nursing homes and retirement residences in general.

2:26/ 13. In your opinion, what degree of personal services are provided at a nursing home or shelter care facility? (For example, help with food, preparation, housekeeping, hygiene, transportation, etc.)

(Check one)

(1) Complete

(2) A great deal

(3) Some

(4) Very little

(5) None

- 2:27/ 14. In your opinion, what degree of personal services are provided at retirement residences?
(Check one)
- _____ (1) Complete
_____ (2) A great deal
_____ (3) Some
_____ (4) Very little
_____ (5) None
- :28/ 15. In your opinion, what degree of personal services are provided living in a private residence?
(Check one)
- _____ (1) Complete
_____ (2) A great deal
_____ (3) Some
_____ (4) Very little
_____ (5) None
- :29/ 16. In your opinion, how much health and medical care is provided at a retirement residence?
(Check one)
- _____ (1) Complete
_____ (2) A great deal
_____ (3) Some
_____ (4) Very little
_____ (5) None
- :30/ 17. In your opinion, how much health and medical care is provided at a private residence?
(Check one)
- _____ (1) Complete
_____ (2) A great deal
_____ (3) Some
_____ (4) Very little
_____ (5) None
- :31/ 18. In your opinion, how much health and medical care is provided at a nursing home or a shelter care facility?
(Check one)
- _____ (1) Complete
_____ (2) A great deal
_____ (3) Some
_____ (4) Very little
_____ (5) None

2:32/ 19. In your opinion, how independent would you be living in a private residence (house or apartment)?
(Check one)

- ☐ (1) Very independent
- ☐ (2) Moderately independent
- ☐ (3) Neutral
- ☐ (4) Moderately dependent
- ☐ (5) Very dependent

2:33/ 20. In your opinion, how independent would you be living in a nursing home or a shelter care facility?
(Check one)

- ☐ (1) Very independent
- ☐ (2) Moderately independent
- ☐ (3) Neutral
- ☐ (4) Moderately dependent
- ☐ (5) Very dependent

2:34/ 21. In your opinion, how independent would you be living in a retirement residence?
(Check one)

- ☐ (1) Very independent
- ☐ (2) Moderately independent
- ☐ (3) Neutral
- ☐ (4) Moderately dependent
- ☐ (5) Very dependent

IMPORTANT CONSIDERATION AFFECTING MOVING

The first few questions ask about whether or not you are considering moving from your present home and what the reasons for your decision are. If you are not planning to move, we are interested in your reasons for staying in your home. If you are planning to move we are interested in your reasons for that decision.

2:35/ 22. Are you seriously considering moving from your present residence?
(Check one)

- ☐ (1) Yes
- ☐ (2) No (If you answer "No", then skip to Question 25b, on Page 12).

2:26/ 23. When do you plan on moving from your present residence?
(Check one)

- ☐ (1) By the end of the summer
- ☐ (2) Within twelve months (one year)
- ☐ (3) Within two years
- ☐ (4) More than two years

:37/ 24. What type of housing are you looking for?
(Check one)

- ____ (1) Apartment or house
____ (2) Retirement residence
____ (3) Shelter care or nursing home
____ (4) Other (Specify) _____

25a. I am moving to a new residence because:

		Strongly <u>Agree</u>	<u>Agree</u>	<u>Neither</u>	<u>Disagree</u>	Strongly <u>Disagree</u>
:38/	1 I do not like my present neighborhood	____ (1)	____ (2)	____ (3)	____ (4)	____ (5)
:39/	2 I have trouble cleaning and taking care of my present residence	____ (1)	____ (2)	____ (3)	____ (4)	____ (5)
:40	3 I do not like the size of my present residence	____ (1)	____ (2)	____ (3)	____ (4)	____ (5)
:41/	4 I have financial reasons	____ (1)	____ (2)	____ (3)	____ (4)	____ (5)
:42/	5 I need medical help available	____ (1)	____ (2)	____ (3)	____ (4)	____ (5)
:43/	6 My husband (or wife) wants to move	____ (1)	____ (2)	____ (3)	____ (4)	____ (5)
:44/	7 My health or physical strength has declined	____ (1)	____ (2)	____ (3)	____ (4)	____ (5)
:45/	8 My husband (or wife) has died	____ (1)	____ (2)	____ (3)	____ (4)	____ (5)
:46/	9 I am lonely	____ (1)	____ (2)	____ (3)	____ (4)	____ (5)
:47/	10 I do not have enough privacy in my present residence	____ (1)	____ (2)	____ (3)	____ (4)	____ (5)
:48/	11 I want to live separately from my family	____ (1)	____ (2)	____ (3)	____ (4)	____ (5)
:49/	12 I want to be with others my own age	____ (1)	____ (2)	____ (3)	____ (4)	____ (5)
:50/	13 Other: Besides those already mentioned, any other reasons for your decision. _____					

(Skip to page 13, begin at number 26.)

25b. I am staying at my present residence because:

		<u>Strongly</u> <u>Agree</u>	<u>Agree</u>	<u>Neither</u>	<u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>
2:51/	1 I like my present neighborhood	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
2:52/	2 I have no trouble cleaning and taking care of my present residence	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
2:53/	3 I like the size of my present residence	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
2:54/	4 I have financial reasons	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
2:55/	5 I have enough medical help where I am	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
2:56/	6 My husband (or wife) wants to stay	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
2:57/	7 My health or physical strength is good	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
2:58/	8 My husband or wife has died	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
2:59/	9 I am not lonely	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
2:60/	10 I have enough privacy at my present residence	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
2:61/	11 I want to live with my family	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
2:62/	12 I want to remain with my friends	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
2:63/	13 Other: Besides those already mentioned, list any other reasons for your decision _____					

IMPRESSIONS OF FRIENDSHIP HILL

In this section, we are interested in your impressions of and opinions about Friendship Hill in particular.

- 64/ 26. How likely is it that you will move into Friendship Hill in the next twelve months? (Check one)
- ____ (1) Very likely
____ (2) Likely
____ (3) Don't know
____ (4) Unlikely
____ (5) Very unlikely
- 65 27. How likely is it that you will move into Friendship Hill anytime in the future? (Check one)
- ____ (1) Very likely
____ (2) Likely
____ (3) Don't know
____ (4) Unlikely
____ (5) Very unlikely
- 66 28. How did you first hear about Friendship Hill? (Check one)
- ____ (1) Tom James (manager of Friendship Hill)
____ (2) People at Hammond Bank
____ (3) Relatives
____ (4) Neighbor or close friend
____ (5) Mailed invitation
____ (6) Local newspaper, television, or radio
____ (7) Other (Write in) _____
29. When did you first visit Friendship Hill? (Write in date)
- 67-68/ Year _____
69-70/ Month _____
- 71/ 30. Since it's official opening in the spring of 1976, how did you go through Friendship Hill? (check one)
- ____ (1) Formal tour (during open house)
____ (2) Informal walk-through with one of the staff
____ (3) Informal walk-through by yourself
- 72/ 31. Since your first visit to Friendship Hill, how many times have you been back? (Check one)
- ____ (1) Not been back
____ (2) Once
____ (3) Twice
____ (4) Three times
____ (5) More than three times

- 2:73/ 32. The rent at Friendship Hill will be \$375 a month, which includes two meals a day. Did you know this already? (Check one)
- Yes _____
No _____
33. How many elderly housing facilities have you visted other than Friendship Hill? (Write in number)
- 2:74-75 Number within Piatt and Moultrie counties _____
2:76-77 Number outside Piatt and Moultrie counties _____
- 3:5/ 34. How many of your friends are considering moving or have moved to Friendship Hill? (Check one)
- _____ (1) None
_____ (2) One
_____ (3) Two
_____ (4) Three
_____ (5) More than three
- 3:6/ 35. In its medical screening for residents, do you think Friendship Hill is: (Check one)
- _____ (1) Too selective
_____ (2) Selective enough
_____ (3) Not selective enough
_____ (4) Don't know
_____ (5) Doesn't matter
- 3:7/ 36. In its financial screening for residents, do you think Friendship Hill is: (Check one)
- _____ (1) Too selective
_____ (2) Selective enough
_____ (3) Not selective enough
_____ (4) Don't know
_____ (5) Doesn't matter
- 3:8/ 37. The number of residents in a hall at Friendship Hill is 15. I think this is: (Check one)
- _____ (1) Too few
_____ (2) Just right
_____ (3) Too many
_____ (4) Don't know
_____ (5) Doesn't matter

38. I am satisfied with the following features of Friendship Hill:

		<u>Strongly</u> <u>Agree</u>	<u>Agree</u>	<u>Neither</u>	<u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>	<u>Don't</u> <u>Know</u>
9/	1 Overall size of building	____(1)	____(2)	____(3)	____(4)	____(5)	____(6)
10/	2 Number of residents in the building	____(1)	____(2)	____(3)	____(4)	____(5)	____(6)
12/	3 Protection from crime	____(1)	____(2)	____(3)	____(4)	____(5)	____(6)
13/	4 Convenience of transportation facilities	____(1)	____(2)	____(3)	____(4)	____(5)	____(6)
14/	5 Convenience of recreational facilities	____(1)	____(2)	____(3)	____(4)	____(5)	____(6)
15/	6 Noise level	____(1)	____(2)	____(3)	____(4)	____(5)	____(6)
16/	7 Amount of automobile traffic	____(1)	____(2)	____(3)	____(4)	____(5)	____(6)
17/	8 Convenience of shopping facilities	____(1)	____(2)	____(3)	____(4)	____(5)	____(6)
18/	9 Medical services provided	____(1)	____(2)	____(3)	____(4)	____(5)	____(6)
19/	10 Rules and policies of management	____(1)	____(2)	____(3)	____(4)	____(5)	____(6)
20/	11 Possibility of living next door to a person of the opposite sex	____(1)	____(2)	____(3)	____(4)	____(5)	____(6)
21/	12 Amount of rent (\$375/mo.)	____(1)	____(2)	____(3)	____(4)	____(5)	____(6)
22/	13 Place for visitors to stay overnight	____(1)	____(2)	____(3)	____(4)	____(5)	____(6)

23/ 39. If I were living at Friendship Hill, my present friends would be:
 (Check one)
 ____ (1) Very close
 ____ (2) Close
 ____ (3) Neither
 ____ (4) Far away
 ____ (5) Very far away

24/ 40. If I were living at Friendship Hill, making friends would be:
 (Check one)
 ____ (1) Very easy
 ____ (2) Easy
 ____ (3) Neither
 ____ (4) Hard
 ____ (5) Very hard

- 3:25 41. I think Friendship Hill receives too much attention because of its newness
(for example, tours and visitors):
(Check one)
- _____ (1) Strongly Agree
 _____ (2) Agree
 _____ (3) Neither
 _____ (4) Disagree
 _____ (5) Strongly Disagree
- 3:26/ 42. If I were living at Friendship Hill, this attention would bother me.
(Check one)
- _____ (1) Strongly Agree
 _____ (2) Agree
 _____ (3) Neither
 _____ (4) Disagree
 _____ (5) Strongly Disagree
- 3:27/ 43. If you were living at Friendship Hill, how satisfied would you be with
Friendship Hill? (Check one)
- _____ (1) Very satisfied
 _____ (2) Moderately satisfied
 _____ (3) Neither
 _____ (4) Moderately dissatisfied
 _____ (5) Very dissatisfied
 _____ (6) Don't know
- 3:28/ 44. In terms of personal services, how would you classify Friendship Hill?
(Check one)
- _____ (1) Like a private residence
 _____ (2) Like a retirement residence
 _____ (3) Like a nursing home or a shelter care facility
- 3:29/ 45. In terms of health and medical care, how would you classify Friendship
Hill? (Check one)
- _____ (1) Like a private residence
 _____ (2) Like a retirement residence
 _____ (3) Like a nursing home or shelter care facility
- 3:30/ 46. In terms of independence, how would you classify Friendship Hill?
(Check one)
- _____ (1) Like a private residence
 _____ (2) Like a retirement residence
 _____ (3) Like a nursing home or shelter care facility

BACKGROUND INFORMATION

In this section, we ask a few background questions.

31 47. Have you lived in a country or a city area most of your life?
(Check one)

_____ (1) Rural (country)

_____ (2) Urban (city)

32/ 48. What type of housing have you lived in most of your life?
(Check one)

_____ (1) Single house

_____ (2) Apartment

_____ (3) Mobile home

_____ (4) Other (write in) _____

33/ 49. What type of housing do you live in now?
(Check one)

_____ (1) Single house

_____ (2) Apartment

_____ (3) Hotel/Rooming house

_____ (4) Mobile home

_____ (5) Nursing home/Special home care

_____ (6) Other (Write in) _____

34/ 50. Who besides yourself, lives in this place?
(Check one)

_____ (1) I live alone

_____ (2) Spouse

_____ (3) Relative

_____ (4) Non-relative

35/ 51. How many years have you lived in your present residence?
(Write in number)

36/ 52. Do you rent or own your present residence?
(Check one)

_____ (1) Rent

_____ (2) Own

_____ (3) Other (Write in) _____

53. During the last twelve months, I frequently had problems with:
(Check the appropriate blank for each item)

		Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
3:38/	1 Going outside	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
3:39/	2 Walking up and down stairs	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
3:40/	3 Getting around my house	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
3:41/	4 Getting dressed	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
3:42/	5 My health	_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)

3:33- 54. What is your age?
44/ (Write in number) _____

3:45/ 55. What is your sex?
(Check one)

- _____ (1) Male
_____ (2) Female

3:46/ 56. What is your marital status?
(Check one)

- _____ (1) Never been married
_____ (2) Married
_____ (3) Separated
_____ (4) Divorced
_____ (5) Widowed

3:47/ 57. If married, where is your husband/wife presently living?
(Check one)

- _____ (1) With you
_____ (2) In a hospital
_____ (3) In a nursing home
_____ (4) Other (Write in) _____

3:48/ 58. What type of occupation were you in most of your adult life? For example,
were you a bank teller, sales clerk, teacher, farmer, etc.
(Write in)

INTRODUCTION

INTERVIEWER: -Greeting
 -Introduce self
 -Give card

RECORDER: -Introduce self

BEGINNING THE INTERVIEW

RECORDER sets up the material.

INTERVIEWER looks over questionnaire (be tactful).

 -Check for missing answers.
 -Check for questions answered twice.

INTERVIEWER: -"I notice that you left question
 #_____ blank."

 -"Is that a question that you prefer
 not to answer?"
 If yes, DON'T FORCE A RESPONSE.
 If no, "Would you mind answering
 this question now?"

 -"We're ready for the first part of
 the display now, are you ready to
 start?"

INTRODUCTION TO THE VISUAL DISPLAYS

INTERVIEWER:

- There are three parts to this interview:
- FIRST concerns preferences of housing appearance.
- SECOND concerns impressions of Friendship Hill.
- THIRD concerns activities at Friendship Hill.

- "The reason we're conducting this survey is that a lot of PLANNING AND DESIGNING of RETIREMENT HOUSING is going on and we are interested in RETIRED CITIZEN'S OPINIONS."

- "EVERYTHING you say will remain CONFIDENTIAL."

- "Your name will not be attached to any of your answers."

RECORDER:

- Explains his role.

SECTION ONE: PREFERENCES IN HOUSING APPEARANCES

INTRODUCTION

- Four photographs of EXTERIORS, FOYERS, LOUNGES, DINING ROOMS, AND HALLWAYS.
- STRESS - YOUR OPINIONS about APPEARANCE.
- Least or most preferred in a place where you would live.
- Reasons

SCALE

- Make sure scale is centered in front of the person.
- Demonstrate possibilities and scale options.
- Ask that center marking not end up on a line.
- Explain NEITHER position.
- Ask for questions.

PHOTOGRAPHS

- When handing over the cards - STRESS APPEARANCE.
- If unclear, ask for a specific judgement.
- PROBE for reasons of end photographs.
- Make sure the recorder has the scores recorded.
Aid if necessary.

SECTION TWO: IMPRESSIONS OF FRIENDSHIP HILL

INTRODUCTION

- Photographs to remind them of their visit to Friendship Hill. SHOW ALL BOARDS AND MAP.
- Asking for COMMENTS of certain design features.

SCALE

- Show all scales (read responses and point to them).
- Explain numbers.
- Explain NEITHER.
- Most questions deal with the satisfaction scale.
- Add COMMENTS.
- Questions?

PHOTOGRAPHS

- Throughout this section, EMPHASIZE the point of each particular question.
e.g., SATISFACTION
USEFULNESS
- If they respond with a number, confirm with the WORDS that go along with the number.

***NOTE

- SWITCH THE SCALES WHEN NECESSARY AND BEFORE THE QUESTIONS CONCERNING THE DIFFERENT SCALE.
- IF NOT GIVEN A RECORDABLE ANSWER, ASK FOR THE SCALE ANSWER USING:
 "IN THESE WORDS"
- USE "HOW SATISFIED ARE YOU WITH" UNTIL THE RESPONDANT KNOWS HOW TO USE THE SCALE AND ALSO WHEN THE SCALE CHANGES.
THE CHANGE IN THE SCALES IS INDICATED BY A CIRCLE AROUND THE SCALE IMPORTANCE

SECTION TWO

A. ENTERING

1. APPEARANCE OF THE ENTRY
satisfaction scale

12345
2. GRAVEL SURFACE OF THE PARKING LOT
satisfaction scale

12345
3. APPEARANCE OF THE BUILDING
satisfaction scale

12345
4. BRICK CONSTRUCTION AS A SAFETY FEATURE
satisfaction scale

12345
5. OVERALL, HOW SATISFIED ARE YOU WITH THE ENTRANCE OF FRIENDSHIP HILL?
satisfaction scale
WHY?

12345

COMMONS

1. FURNISHINGS
 - (a) Style satisfaction scale 1 2 3 4 5
 - (b) Color satisfaction scale 1 2 3 4 5
2. APPEARANCE OF THE BRICK WALLS IN THE COMMONS satisfaction scale 1 2 3 4 5
3. LARGE WINDOWS LOOKING OUT ONTO THE PATIO AND THE GROUNDS satisfaction scale 1 2 3 4 5
4. HEIGHT OF CEILING satisfaction scale 1 2 3 4 5
5. CENTRAL FIREPLACE satisfaction scale 1 2 3 4 5
6. LIBRARY/SITTING AREA usefulness scale 1 2 3 4 5
7. PROVISION OF THE INDOOR PLANTS satisfaction scale 1 2 3 4 5
8. OVERALL, HOW SATISFIED ARE YOU WITH THE COMMONS AREA OF FRIENDSHIP HILL?
satisfaction scale 1 2 3 4 5
WHY?

C. HALLWAYS

- | | | | | | | |
|----|---|---|---|---|---|---|
| 1. | SAFETY OF THE HANDRAILS | | | | | |
| | satisfaction scale | 1 | 2 | 3 | 4 | 5 |
| | | | | | | |
| 2. | HALLWAYS AND GAZEBO | | | | | |
| | (a) Tile | | | | | |
| | satisfaction scale | 1 | 2 | 3 | 4 | 5 |
| | (b) Carpet | | | | | |
| | satisfaction scale | 1 | 2 | 3 | 4 | 5 |
| | | | | | | |
| 3. | APPEARANCE OF THE WINDOWS | | | | | |
| | satisfaction scale | 1 | 2 | 3 | 4 | 5 |
| | | | | | | |
| 4. | HOW USEFUL WOULD THE GAZEBO AREA BE TO YOU? | | | | | |
| | usefulness scale | 1 | 2 | 3 | 4 | 5 |
| | | | | | | |
| 5. | EACH RESIDENTIAL WING HAS A COLOR CODING SYSTEM (e.g., door color and the color behind the railing) FOR USE IN IDENTIFYING ONE RESIDENTIAL WING FROM ANOTHER. HOW USEFUL WOULD THIS SYSTEM BE TO YOU? | | | | | |
| | usefulness scale | 1 | 2 | 3 | 4 | 5 |
| | | | | | | |
| 6. | OVERALL, HOW SATISFIED ARE YOU WITH THE HALLWAYS AND GAZEBO ARE OF FRIENDSHIP HILL? | | | | | |
| | satisfaction scale | 1 | 2 | 3 | 4 | 5 |
| | WHY? | | | | | |

0. LIVING/DINING AREA

- | | | | | | |
|---|---|---|---|---|---|
| 1. SNACK KITCHEN
frequency scale | 1 | 2 | 3 | 4 | 5 |
| 2. SHARING THIS AREA WITH FOURTEEN OTHER RESIDENTS
satisfaction scale | 1 | 2 | 3 | 4 | 5 |
| 3. SIZE AND ARRANGEMENT OF DINING TABLES
satisfaction scale | 1 | 2 | 3 | 4 | 5 |
| 4. DECOR
satisfaction scale | 1 | 2 | 3 | 4 | 5 |
| 5. THERE IS AN OUTSIDE PATIO ADJACENT TO THIS ROOM. HOW IMPORTANT
IS IT TO YOU TO HAVE DIRECT ACCESS FROM THIS ROOM BY A CONNECTING
DOOR?
importance scale | 1 | 2 | 3 | 4 | 5 |
| 6. OVERALL, HOW SATISFIED ARE YOU WITH THE LIVING/DINING AREA OF
FRIENDSHIP HILL?
satisfaction scale
WHY? | 1 | 2 | 3 | 4 | 5 |

E. APARTMENT

1. FURNISHINGS

- | | | | | | |
|-------------------------------------|---|---|---|---|---|
| (a) Specially designed lounge chair | | | | | |
| satisfaction scale | 1 | 2 | 3 | 4 | 5 |
| (b) Twin beds | | | | | |
| satisfaction scale | 1 | 2 | 3 | 4 | 5 |
| (c) Furnishings provided | | | | | |
| satisfaction scale | 1 | 2 | 3 | 4 | 5 |

2. WHAT OTHER FURNISHINGS WOULD YOU ADD TO THIS ROOM?

3. APARTMENT SIZE

- | | | | | | |
|-----------------------|---|---|---|---|---|
| satisfaction scale | 1 | 2 | 3 | 4 | 5 |
| If dissatisfied, Why? | | | | | |

4. PRIVATE 1/2 BATH

- | | | | | | |
|--------------------|---|---|---|---|---|
| satisfaction scale | 1 | 2 | 3 | 4 | 5 |
|--------------------|---|---|---|---|---|

5. VIEW PROVIDED FROM EACH WINDOW

- | | | | | | |
|--------------------|---|---|---|---|---|
| satisfaction scale | 1 | 2 | 3 | 4 | 5 |
|--------------------|---|---|---|---|---|

6. WOULD YOU PREFER DIRECT ACCESS TO THE OUTSIDE FROM YOUR ROOM?

- | | | | | | |
|------------------|---|---|---|---|---|
| importance scale | 1 | 2 | 3 | 4 | 5 |
|------------------|---|---|---|---|---|

7. HOW IMPORTANT IS IT TO YOU TO HAVE A PEEPHOLE AND A DOORBEL FOR EACH APARTMENT?

- | | | | | | |
|------------------|---|---|---|---|---|
| importance scale | 1 | 2 | 3 | 4 | 5 |
|------------------|---|---|---|---|---|

8. OVERALL, HOW SATISFIED ARE YOU WITH THE INDIVIDUAL APARTMENTS OF FRIENDSHIP HILL?

- | | | | | | |
|--------------------|---|---|---|---|---|
| satisfaction scale | 1 | 2 | 3 | 4 | 5 |
| WHY? | | | | | |

F. SUPPORT FACILITIES

- | | | | | | |
|--|---|---|---|---|---|
| 1. APPEARANCE OF THE LAUNDROMAT
satisfaction scale | 1 | 2 | 3 | 4 | 5 |
| 2. SHARING COMMON BATH/SHOWER FACILITIES
satisfaction scale | 1 | 2 | 3 | 4 | 5 |
| 3. SAFETY FEATURES (grab rail, etc.)
usefulness scale | 1 | 2 | 3 | 4 | 5 |
| 4. ACTIVITIES ROOM
satisfaction scale | 1 | 2 | 3 | 4 | 5 |
| 5. OVERALL, HOW SATISFIED ARE YOU WITH THE SUPPORT FACILITIES OF
FRIENDSHIP HILL?
satisfaction scale
WHY? | 1 | 2 | 3 | 4 | 5 |

G. GROUNDS

1. HOW OFTEN WOULD YOU SEE THE FOLLOWING AREA DURING THE NICE WEATHER?

(a) Wooded area					
frequency scale	1	2	3	4	5
(b) Lake/stream					
frequency scale	1	2	3	4	5
(c) Main patio					
frequency scale	1	2	3	4	5
(c) Summer house					
frequency scale	1	2	3	4	5

2. HOW SATISFIED ARE YOU WITH THE GROUNDS OF FRIENDSHIP HILL?

satisfaction scale	1	2	3	4	5
--------------------	---	---	---	---	---

WHY?

REVIEW ALL OF THE DISPLAY

LOOKING AT ALL THE DISPLAYS TOGETHER, WHAT IS YOUR OVERALL SATISFACTION
WITH FRIENDSHIP HILL?

satisfaction scale	1	2	3	4	5
--------------------	---	---	---	---	---

WHY?

SECTION THREE ACTIVITIES AT FRIENDSHIP HILL

INTRODUCTION

- Imagine you've moved into Friendship Hill.
- What activities you might do and where.
- Will give you a list of activities and photographs of different places in Friendship Hill
- Will ask you which activities you'd do and in which spaces you'd do them in
- Can use each activity as often as you want or not at all
- Can mention each place as often as you want or not at all

SHOW LIST

73. For each one of these activities we would like you to tell us whether you usually participate in the activity alone or with other persons. We would like you to do this by telling us which of the alternatives on this participation scale (HAND SCALE TO RESPONDENT) is appropriate for you.

Please notice that the alternatives are: alone; by yourself with others around; with one other person; with more than one other person; or never participate in this activity. (HAND ACTIVITY LIST TO RESPONDENT.)

Now, the first activity is..."entertaining visitors."

How do you usually participate in this activity?

etc. until list is exhausted.

SHOW PHOTOGRAPHS

- Go through all the photographs
 - Take them back and shuffle
 - Hand respondent one card
71. -What activity or activities if any might you do in this place?

-
- Put down frequency scale and explain choices
72. -Overall, how often do you think you'd use this place?

REPEAT LAST FOUR STEPS FOR EACH PLACE.

PROBE QUESTIONS TO BE MEMORIZED!!

1. Did you have any problems with either the questionnaire or the display? Was it hard to understand?
2. Are you familiar with the doctors Noe-Lewis and Lewis? Pill Hill? What did you think of them and the Noe-Lewis Foundation?
3. How do you think of Friendship Hill...
 - ...as a place to live?
 - ...as a retirement residence?
 - ...different than a nursing home?
4. Do you think the people who move into Friendship Hill will like it?
5. I was wondering if there's anything they will dislike...what do you think?

SECTION ONE SCORING SHEET

OSCAR
STEER

CHAMPAIGN
COUNTY

FRIENDSHIP
HILL

GARWOOD
HOUSE

59. EXTERIOR Ex1 _____ Ex2 _____ Ex3 _____ Ex4 _____ /3:49-52
 Comments (most) _____
 Comments (least) _____
60. FOYER F1 _____ F2 _____ F3 _____ F4 _____ /3:53-56
 Comments (most) _____
 Comments (least) _____
61. LOUNGE L1 _____ L2 _____ L3 _____ L4 _____ /3:57-60
 Comments (most) _____
 Comments (least) _____
62. DINING D1 _____ D2 _____ D3 _____ D4 _____ /3:61-64
 Comments (most) _____
 Comments (least) _____
63. HALLWAY H1 _____ H2 _____ H3 _____ H4 _____ /3:65-68
 Comments (most) _____
 Comments (least) _____

SECTION TWO

64. ENTERING

1) APPEARANCE OF ENTRY (Satisfaction) 1 2 3 4 5 /3:69

Comments _____

2) PARKING LOT SURFACE (Satisfaction) 1 2 3 4 5 /3:70

Comments _____

3) APPEARANCE OF BUILDING (Satisfaction) 1 2 3 4 5 /3:71

Comments _____

4) BRICK CONSTRUCTION (Satisfaction) 1 2 3 4 5 /3:72

Comments _____

5) OVERALL SATISFACTION (Satisfaction) 1 2 3 4 5 /3:73

Why? _____

65. COMMONS

1) FURNISHINGS:

a) STYLE (Satisfaction)	1	2	3	4	5	/4:5
b) COLOR (Satisfaction)	1	2	3	4	5	/4:6

Comments _____

2) APPEARANCE OF COMMONS' BRICK WALLS (Satisfaction)

1	2	3	4	5	/4:7
---	---	---	---	---	------

Comments _____

3) LARGE WINDOWS LOOKING OUT (Satisfaction)

1	2	3	4	5	/4:8
---	---	---	---	---	------

Comments _____

4) HEIGHT OF CEILING (Satisfaction)

1	2	3	4	5	/4:9
---	---	---	---	---	------

Comments _____

5) CENTRAL FIREPLACE (Satisfaction)

1	2	3	4	5	/4:10
---	---	---	---	---	-------

Comments _____

6) LIBRARY/SITTING AREA (Usefulness)

1	2	3	4	5	/4:11
---	---	---	---	---	-------

Comments _____

65. Continued

7) INDOOR PLANTS (Satisfaction)

1 2 3 4 5 /4:12

Comments _____

8) OVERALL SATISFACTION (Satisfaction)

1 2 3 4 5 /4:13

Why? _____

66. HALLWAYS

1) SAFETY OF HANDRAILS (Satisfaction)

1 2 3 4 5 /4:14

Comments _____

2) HALLWAYS AND GAZEBO:

a) FLOOR MATERIALS:

i) TILE (Satisfaction)

1 2 3 4 5 /4:15

ii) CARPET (Satisfaction)

1 2 3 4 5 /4:16

b) APPEARANCE (Satisfaction)

1 2 3 4 5 /4:17

Comments _____

3) APPEARANCE OF WINDOWS (Satisfaction)

1 2 3 4 5 /4:18

Comments _____

4) USEFULNESS OF GAZEBO (Usefulness)

1 2 3 4 5 /4:19

Comments _____

66. Continued

5) COLOR CODING SYSTEM (Usefulness)

1 2 3 4 5 /4:20

Comments _____

6) OVERALL SATISFACTION (Satisfaction)

1 2 3 4 5 /4:21

Why? _____

67. LIVING DINING AREA

1) SNACK KITCHEN (Frequency)

1 2 3 4 5 /4:22

Comments _____

2) SHARING THIS AREA (Satisfaction)

1 2 3 4 5 /4:23

Comments _____

3) SIZE AND ARRANGEMENT OF DINING TABLES (Satisfaction)

1 2 3 4 5 /4:24

Comments _____

4) DECOR (Satisfaction)

1 2 3 4 5 /4:25

Comments _____

67. Continued

5) DIRECT ACCESS TO OUTSIDE PATIO (Importance)

1 2 3 4 5 /4:26

Comments _____

6) OVERALL SATISFACTION (Satisfaction)

1 2 3 4 5 /4:27

Why? _____

68. APARTMENT

1) FURNISHINGS

c) FURNISHINGS PROVIDED (Satisfaction)

1 2 3 4 5 /4:28

a) LOUNGE CHAIR (Satisfaction)

1 2 3 4 5 /4:29

b) TWIN BEDS (Satisfaction)

1 2 3 4 5 /4:30

Comments _____

2) OTHER FURNISHINGS

Comments _____

68. Continued

3) APARTMENT SIZE (Satisfaction)

1 2 3 4 5 /4:31

If dissatisfied, why? _____

4) PRIVATE $\frac{1}{2}$ BATH (Satisfaction)

1 2 3 4 5 /4:32

Comments _____

5) VIEW FROM WINDOW (Satisfaction)

1 2 3 4 5 /4:33

Comments _____

6) DIRECT ACCESS TO OUTSIDE (Importance)

1 2 3 4 5 /4:34

Comments _____

7) PEEPHOLE AND DOORBELL (Importance)

1 2 3 4 5 /4:35

Comments _____

8) OVERALL SATISFACTION (Satisfaction)

1 2 3 4 5 /4:36

Why? _____

69. SUPPORT FACILITIES

1) LAUNDROMAT APPEARANCE (Satisfaction)

1 2 3 4 5 /4:37

Comments _____

2) COMMON BATH/SHOWER (Satisfaction)

1 2 3 4 5 /4:38

Comments _____

3) SAFETY FEATURES (Usefulness)
(grab rails)

1 2 3 4 5 /4:39

Comments _____

4) ACTIVITIES ROOM (Satisfaction)

1 2 3 4 5 /4:40

Comments _____

5) OVERALL SATISFACTION (Satisfaction)

1 2 3 4 5 /4:41

Why? _____

70. GROUNDS

1) How often would you use.....during the nice weather? (e.g. summer) (Frequency)

a) Wooded area 1 2 3 4 5 /4:42

b) Lake/stream 1 2 3 4 5 /4:43

c) Main patio 1 2 3 4 5 /4:44

d) Summer house 1 2 3 4 5 /4:45

2) GROUND (Satisfaction)

1 2 3 4 5 /4:46

Why? _____

71. REVIEW OF ALL DISPLAY (Satisfaction)

1 2 3 4 5 /4:47

Why? _____

SECTION THREE

Comments:

	1. PATIO	2. COMMONS	3. ACTIVITY	5. APARTMENT	6. GAZEBO	7. LIV./DIN.	#71b	#73
1. Entertaining visitors							4: _____/47	_____/62
2. Writing letters							_____/48	_____/63
3. Playing cards/games							_____/49	_____/64
4. Quiet hobbies							_____/50	_____/65
5. Messy hobbies							_____/51	_____/66
6. Resident parties							_____/52	_____/67
7. Reading							_____/53	_____/68
8. Discussion groups							_____/54	_____/69
9. Watching TV							_____/55	_____/70
10. Sitting and watching							_____/56	_____/71
11. Religious services							_____/57	_____/72
12. Resting							_____/58	_____/73
13. Exercise classes							_____/59	_____/74
14. Music and dancing							_____/60	_____/75
15. Talking with others							_____/61	_____/76
Total # checked in items 2, 4, 5, 7, 9, 10, 12	5: _____/5	_____/6	_____/7	_____/8	_____/9	_____/10	#71a	
Total # checked in items 1, 3, 15	_____/11	_____/12	_____/13	_____/14	_____/15	_____/16	#71a	
Total # checked in items 6, 8, 12, 13, 14	_____/17	_____/18	_____/19	_____/20	_____/21	_____/22	#71a	
#72. FREQUENCY	_____/23	_____/24	_____/25	_____/26	_____/27	_____/28	#72	

REMARKS AND REACTIONS BY INTERVIEWERS

1. Was the respondent, in general, cooperative or antagonistic during the interview?

Cooperative (1) _____

/5:29

Antagonistic(2) _____

2. Did the respondent have any difficulty in focusing on the interview?

Yes (1) _____

/5:30

No (2) _____

3. Did the respondent show evidence of marked confusion (in dates, places, names, remembering things, or in any other way)?

Yes (1) _____

/5:31

No (2) _____

4. How interested was the respondent in the interview?

Very interested (1) _____

/5:32

Fairly interested (2) _____

Somewhat interested (3) _____

Very uninterested (4) _____

5. Part one

Completely filled out (1) _____

/5:33

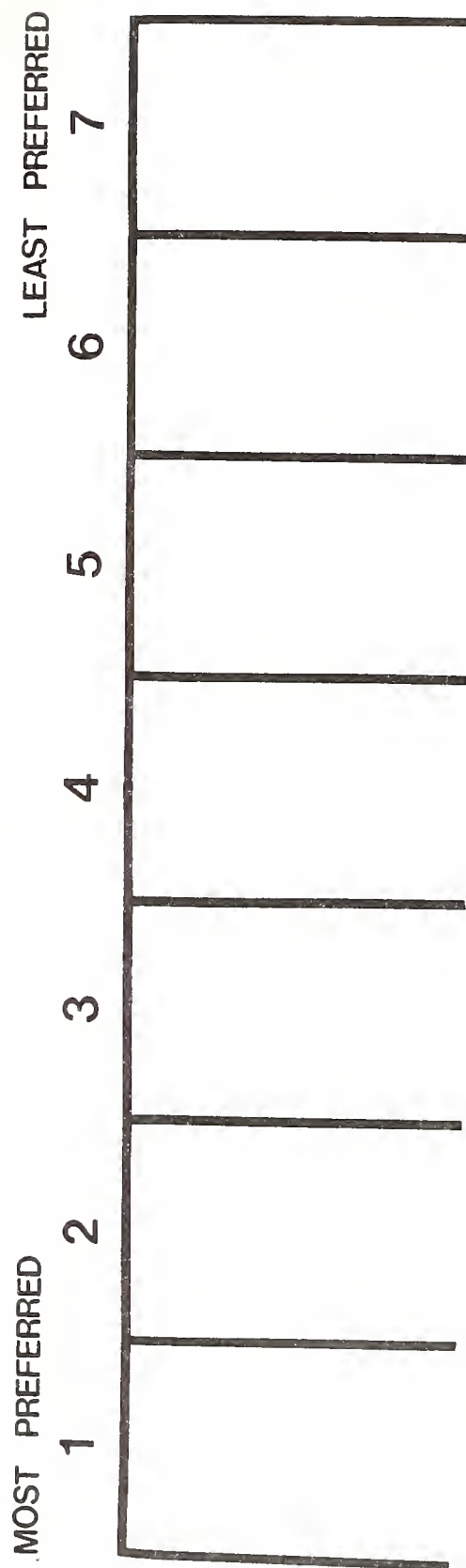
Willing to complete (2) _____

6. Economic Status

PROBE QUESTIONS TO BE MEMORIZED!

1. Did you have any problems with either the questionnaire or the display?
Was it hard to understand?
2. Are you familiar with the doctors Noe-Lewis and Lewis? Pill Hill? What
did you think of them and the Noe-Lewis Foundation?
3. How do you think of Friendship Hill . . .
 as a place to live?
 as a retirement residence?
 different than a nursing home?
4. Do you think the people who move into Friendship Hill will like it?
5. I was wondering if there's anything they will dislike--what do you think?

B3a. PREFERENCE SCALE



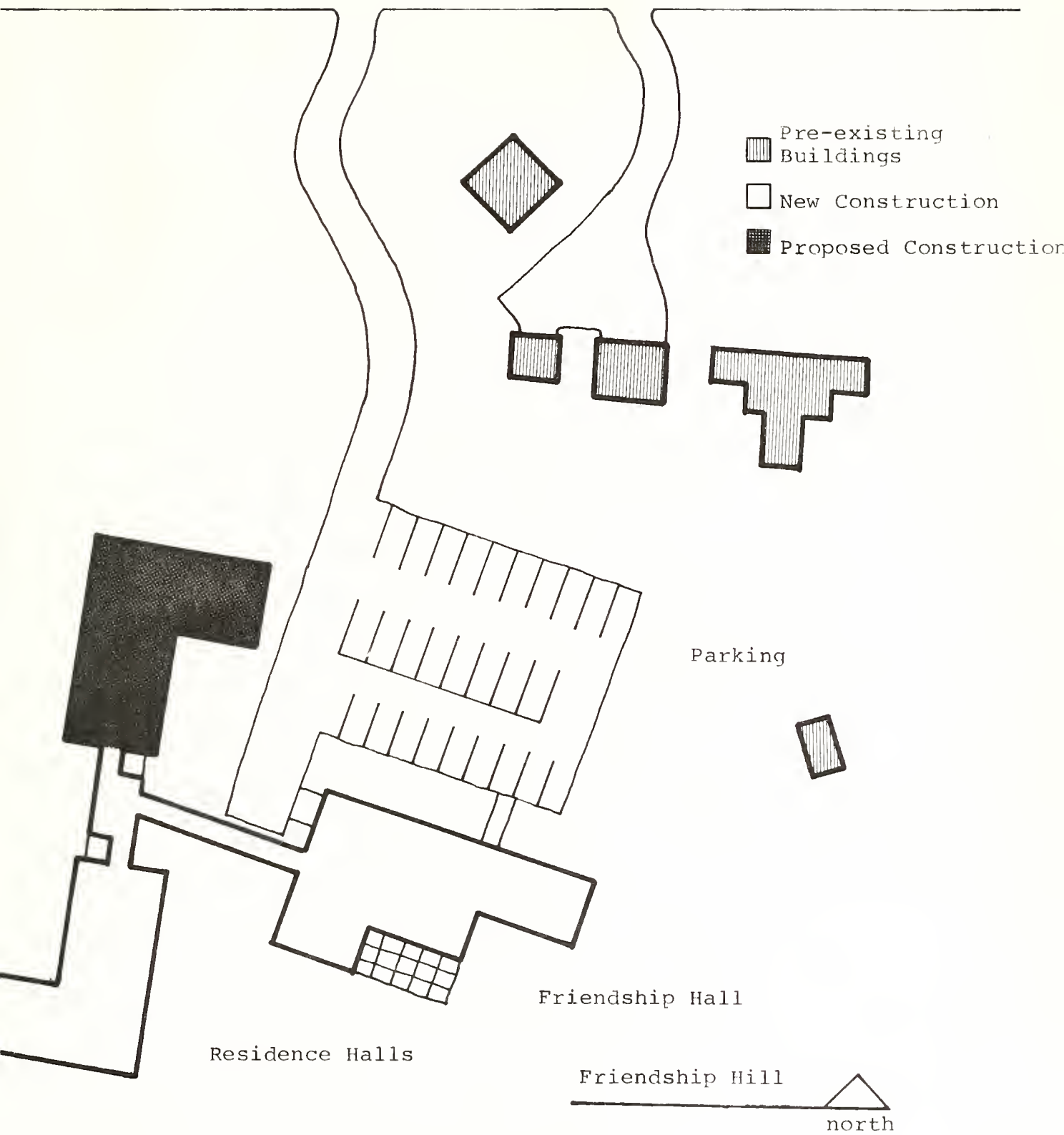
B3b. DISPLAY ONE







B4a. SITE PLAN



1	2	3	4	5
Very Satisfied	Moderately Satisfied	Neither	Moderately Dissatisfied	Very Dissatisfied

1	2	3	4	5
Very Satisfied	Moderately Satisfied	Neither	Moderately Dissatisfied	Very Dissatisfied

1	2	3	4	5
Very Satisfied	Moderately Satisfied	Neither	Moderately Dissatisfied	Very Dissatisfied

1	2	3	4	5
Very Satisfied	Moderately Satisfied	Neither	Moderately Dissatisfied	Very Dissatisfied

1	2	3	4	5
Very Satisfied	Moderately Satisfied	Neither	Moderately Dissatisfied	Very Dissatisfied

B4c. DISPLAY TWO



ENTRANCE DRIVE



PARKING AREA



BUILDING ENTRANCE

A. ENTERING



FOYER



LIBRARY / SITTING

B. COMMONS



COMMONS AREA



HALLWAY FROM COMMONS



GALLERY

C. HALLWAYS



HALLWAY IN RESIDENCE



LIVING/DINING ROOM



KITCHENETTE



VIEW TO OUTSIDE

D. LIVING/DINING



TYPICAL APARTMENT



BATHROOM FACILITIES

E. APARTMENT



EXTERIOR VIEW



LAUNDROMAT

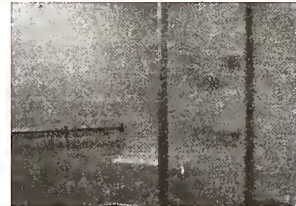


VISITOR / SICK ROOM

F. SUPPORT FACILITIES



ACTIVITIES ROOM



TUB



PATIO



LAWN

G. GROUNDS



GAZEBO



STREAM

B5. DISPLAY THREE



1. PATIO



2. COMMONS



3. ACTIVITIES ROOM



5. APARTMENT



6. GAZEBO



7. LIVING/DINING ROOM

7200-3
5-36
4-4-4



3 0112 024216274